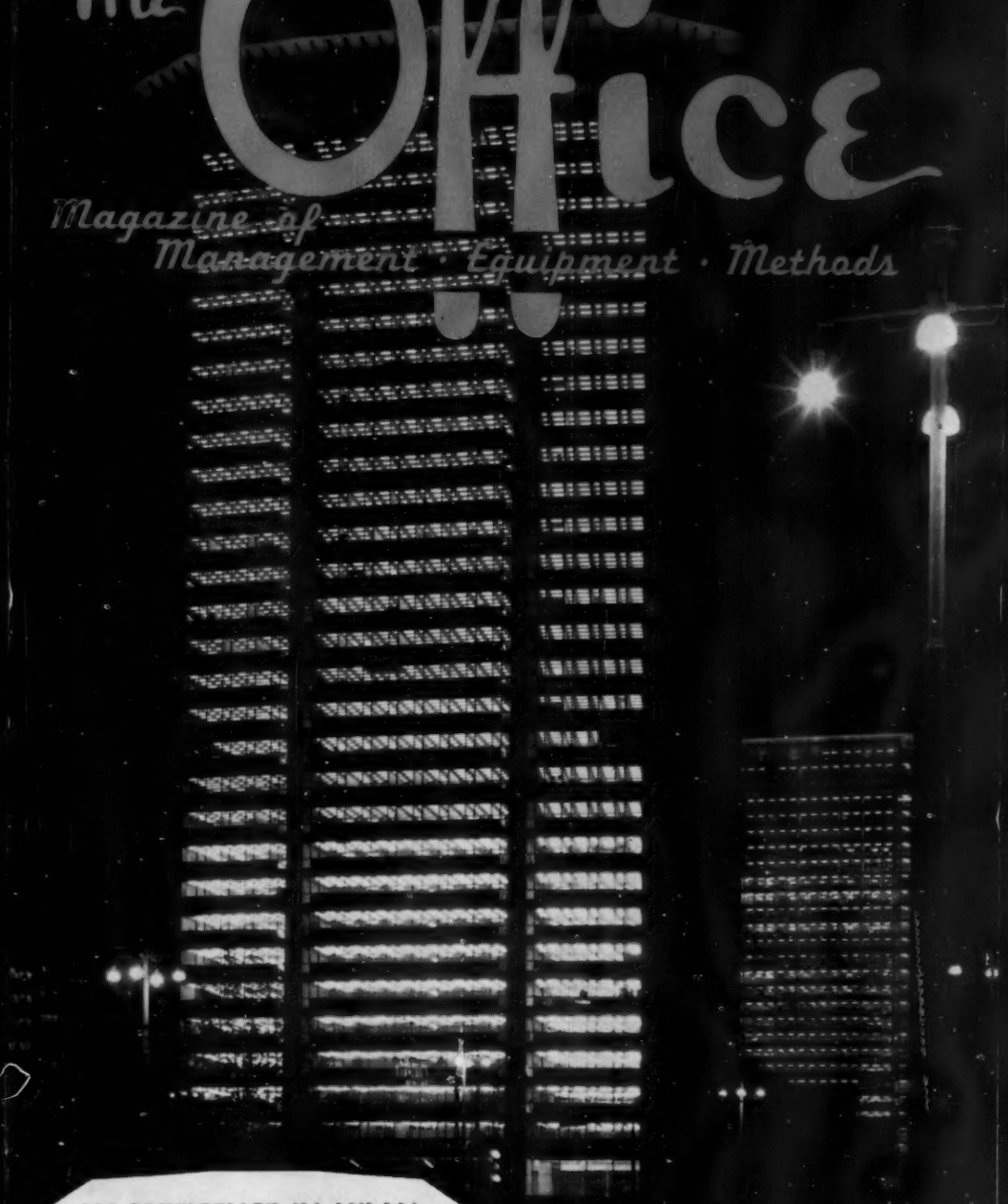
July 1961

The Office

Magazine of Management · Equipment · Methods



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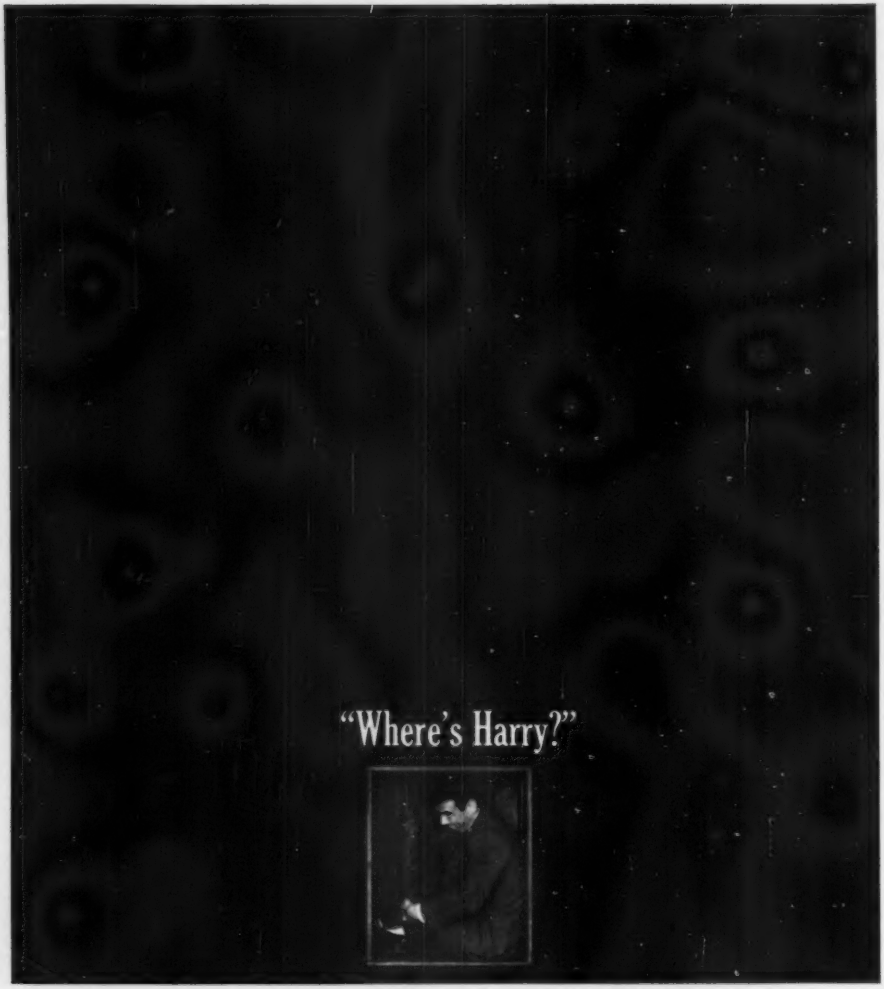

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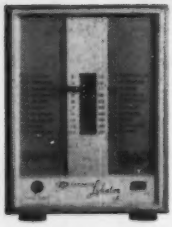

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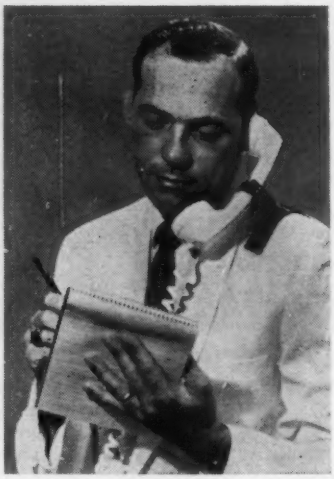

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BUSINESS SYSTEMS AND EQUIPMENT

For More Information Circle No. 214

The "Functionaline" Organization Plan

HAROLD B. WILSON, Management Consultant, Albany, N. Y.

THERE ARE THREE generally recognized types of organization. The first, and oldest, is the pure Line type. Orders are issued at the top and flow down through channels with little or no technical or expert advice offered to, or accepted by, line officers. The main disadvantage of this type of organization is the absolute and blind obedience with which instructions are accepted without exception or modification and the lack of overall expertness of those giving instructions.

The second type is known as Frederick W. Taylor's Functional plan of organization. Under this plan, various experts instruct workers in the different phases of their work. The main disadvantage of this type of organization is that workers are required to serve more than one master and confusion reigns when they receive conflicting instructions.

The third type of organization is a

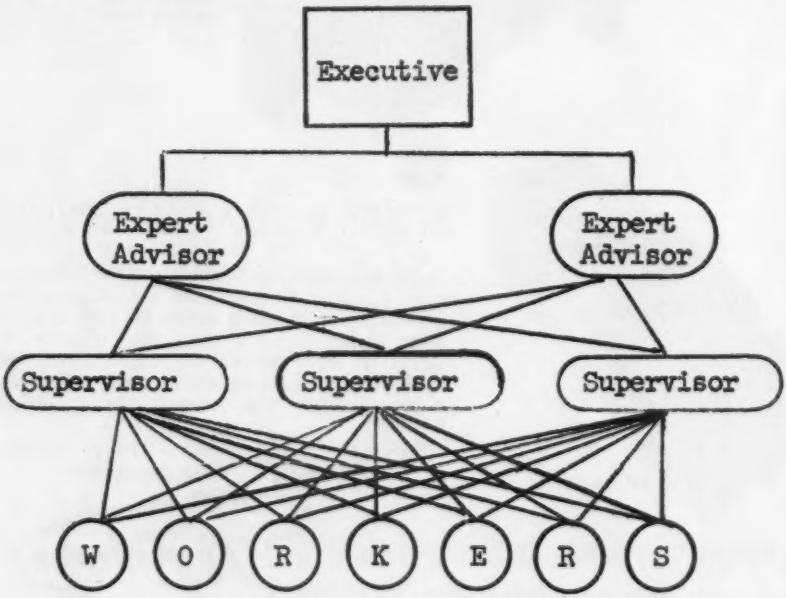


Fig. 1. Frederick W. Taylor's Functional Plan of Organization.

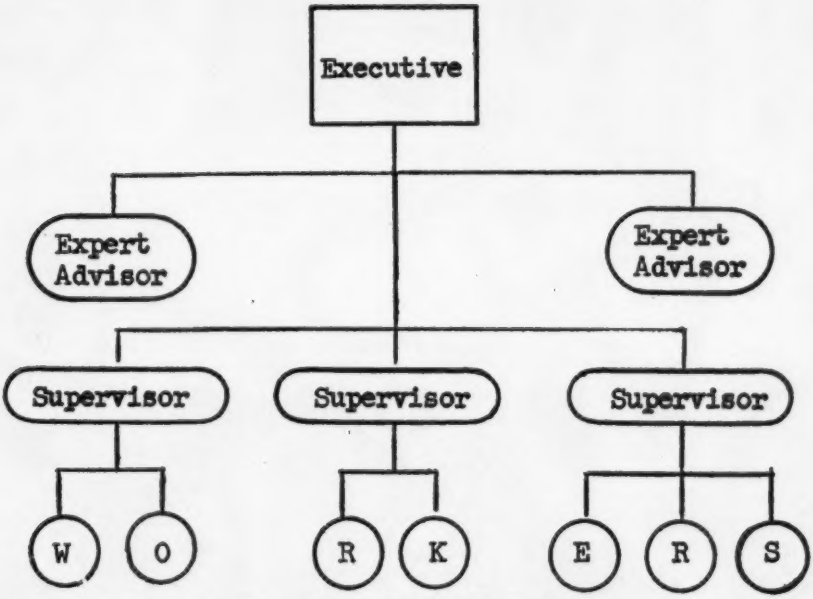
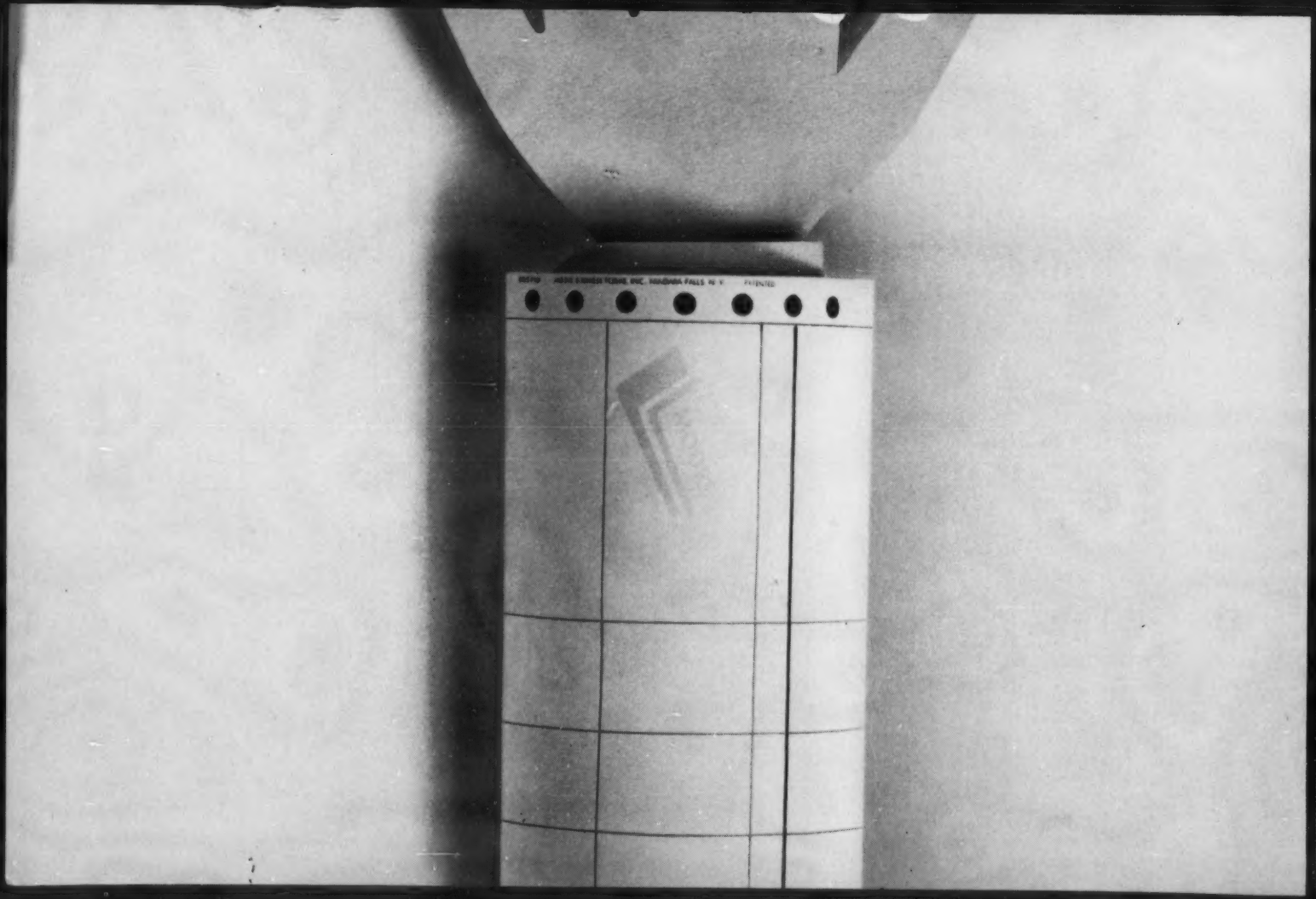


Fig. 2. Line and Staff Organization.

modified consolidated version of the Line and Functional plans known as the Line and Staff organization. This is intended to combine the best features of the Line and Functional plans, yet it also has a disadvantage. Its major deficiency evolves from allocating functions to various organizational components which encourages a lack of full productivity because supervisors of departments are primarily, if not exclusively, concerned with the activities under their jurisdiction. They are seldom interested in the production of work or difficulties encountered in other organizational components. So, even if walls of steel and mortar do not physically separate the functionalized departments or sections, an invisible iron curtain segregates them.

Probably subconscious fear of the inability to do more than one kind of work (Jack - of - all - trades, master - of-none) has caused widespread acceptance of departmentalization of functions and its concomitant specialization. But what a price we continue to pay for adherence to these conventional concepts! While specialization has seemingly reduced unit costs, it has also stifled initiative and the innate passion within each of us to occupationally best our fellow-worker. Specialization through departmentalization of functions has been instrumental in creating that objectionable creature: the organization man.

Today, a half-century after recognition of Frederick W. Taylor's principles of scientific management, we are still searching for a more effective type of organization. In order for this effort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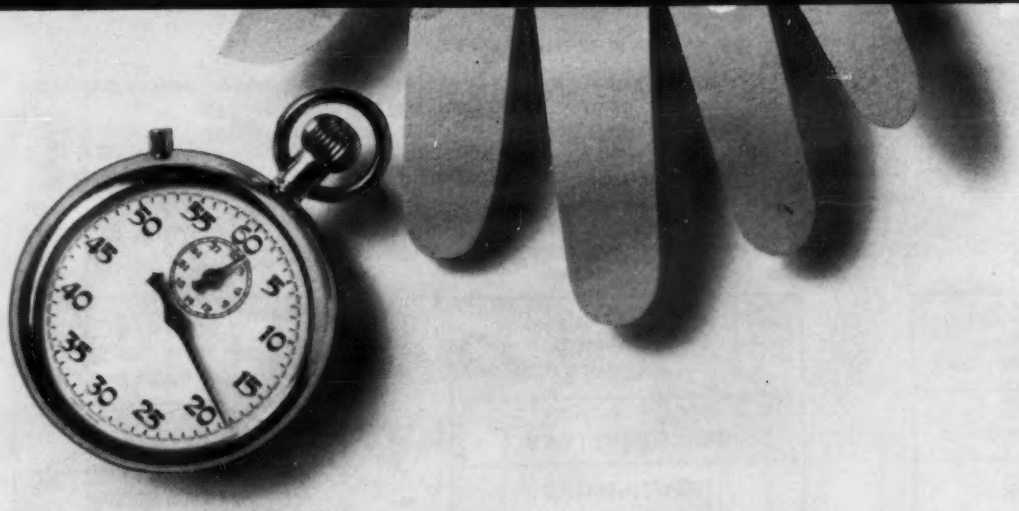

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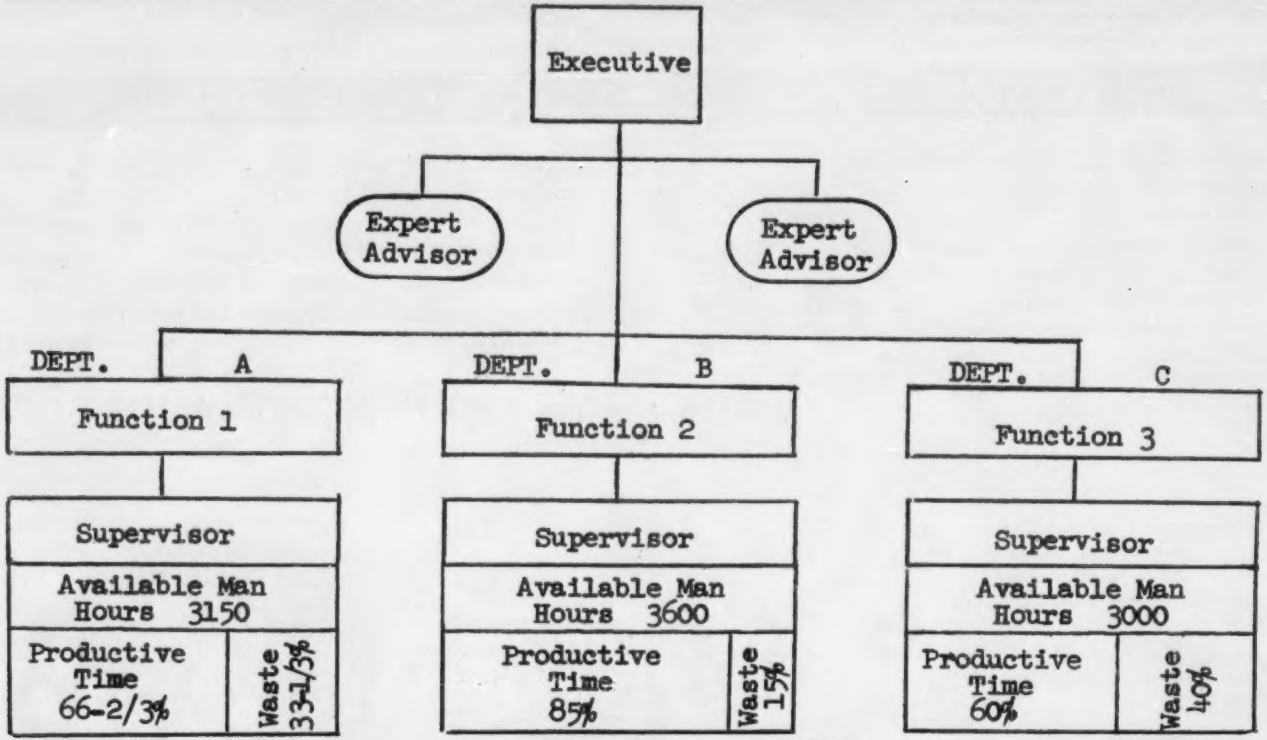

DEPT.	NUMBER OF EMPLOYEES	MONTHLY MANHOURS AVAILABLE	MONTHLY MANHOURS OF PRODUCTIVE TIME	MONTHLY MANHOURS REQUIRED (Adjusted for 15% Nonproductive Time)	WASTE (Excess of Manhours Available Over Manhours Required)
A	21	3150	2100	2471	679
B	24	3600	3060	3600	—
C	20	3000	1800	2117	883
Total	65	9750	6960	8188	1562
Equivalent Waste in Number of Employees at 150 hours per month					10.4

Fig. 3. Manpower Waste in a Line and Staff Organization.

to be successful it is necessary to recognize the major weakness in the present Line and Staff types and then cast aside conventional concepts in quest of now ones.

In implementing this thought, the following concept is offered. This breaks the bonds of departmentalization of functions and resultant specialization of single tasks. It is based on the premise that, if given the opportunity and proper training, most office workers, even at the clerical level, can effectively perform different and dissociated tasks. Clerical workers can, with training, become expert first in one task, then another and then another, and ultimately perform each of them intermittently and as a specialist —with unit costs no greater than when different specialists handled the tasks.

To illustrate the details of this con-

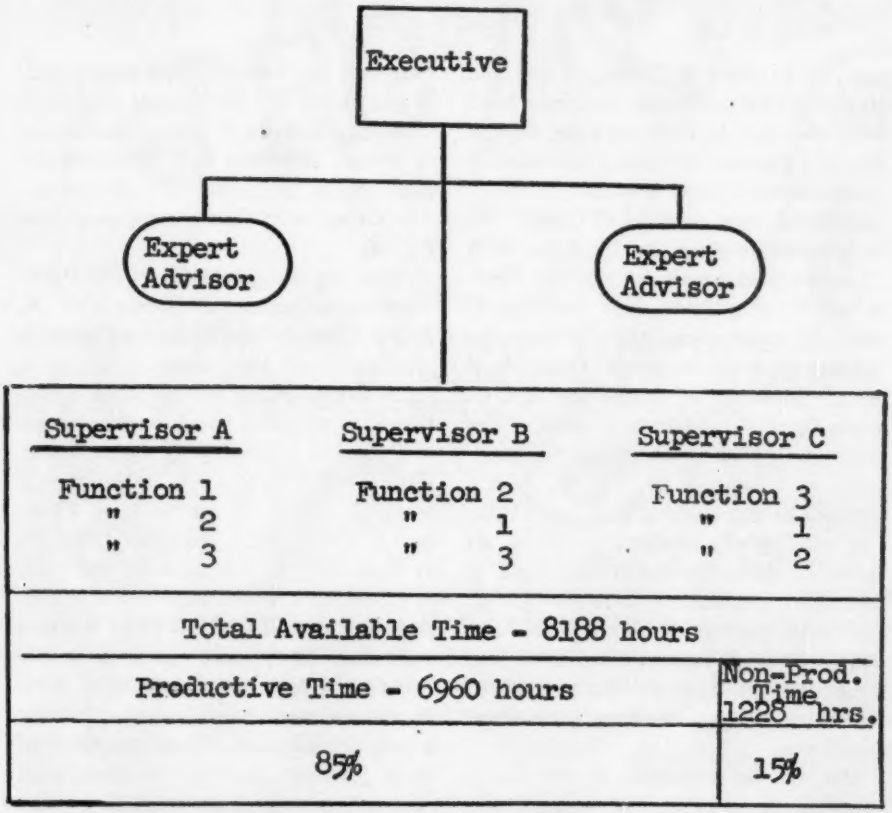

Fig. 4. The "Functionaline" Organization, showing staff requirements of 54.6 employees as compared to 65 employees for the Line and Staff organization in Fig. 3.

Employees of Supervisor A	Employees of Supervisor B	Employees of Supervisor C
Work on Function 1 until completed	Work on Function 2 until completed	Work on Function 3 until completed
Then work on Function 2 and 3 in that order until fresh work of Function 1 is again on hand	Then work on Function 1 and 3 in that order until fresh work of Function 2 is again on hand	Then work on Function 1 and 2 in that order until fresh work of Function 3 is again on hand

Fig. 5. An example of the flexibility of the "Functionaline" organization.

cept, an example is given of a line and staff organization whose functions have been allocated to three separate departments. Because of this allocation of functions, and other reasons previously mentioned, over a period of months the nonproductive time in Dept. A with 21 employees equals 33⅓%; in Dept. B with 24 employees, 15%; in Dept. C with 20 employees, 40%. When the volume of work is low in Dept. A, it usually picks up in volume in Dept. C, while Dept. B is quite busy most of the time, having about reached the maximum in utilization of available hours. Because of the fine degree of specialization established, workers in Depts. A, B and C do not perform any work in any other department even though all the work performed is clerical. The Line and Staff organization chart and table (Fig. 3) illustrate the amount of wasted manpower resulting from these conditions.

One of the principles of the Functionaline organization is to eliminate waste caused by excessive departmentalization and overspecialization by charging the several supervisors with responsibility for the several functions. This should result in greater utilization of overall available staff time and the total job to be performed can be accomplished with fewer employees (see Fig. 4).

Applying the principles of the Functionaline organization Supervisors A, B and C are primarily concerned with production of Functions 1, 2 and 3 respectively. When the work of Function 2 is completed and work remains in Function 1, employees under Supervisor B will start to work on Function 1 work. Likewise, if the work of Function 3 is completed, employees assigned to Supervisor C will start on the work of Function 1. When the work of Function 1 is completed, available workers will then work on whichever other function remains incomplete, if any. Each supervisor is responsible first for a primary function. When the work of their primary function is completed, they will next perform work in priority order of 1, 2 or 3, whichever remains incomplete. An example of this flexi-

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bility appears in Fig. 5 on page 20.

When workers finish work on their own primary function and perform work of other supervisors, such supervisors have *functional* supervision over the employees who are working on their functions and these employees' regular supervisor retains his *line* supervision over such employees.

This type of organization has other advantages, such as inciting a competitive spirit among employees. No group of employees wants to be at the bottom of the ladder, unit-cost wise. With groups of employees under different supervisors doing the same kind of work, they will naturally strive for improved output. It also provides greater flexibility of staff. The Functionaline organization is not offered as a panacea for all organizational ills. It is one possible answer to our quest for the best organizational set-up.

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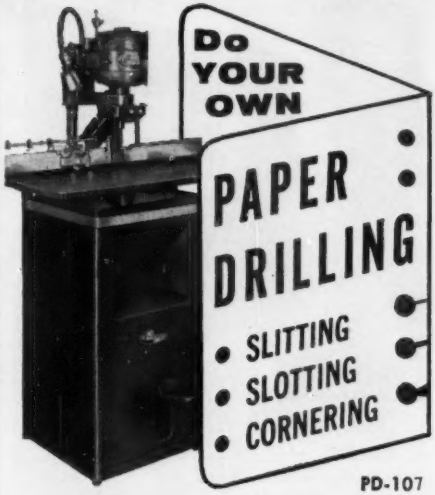

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Mailroom Procedures Surveyed

INCREASES in postal costs and clerical salaries can make the mailroom one of a company's most expensive departments, according to the results of a survey announced by W. T. Cavanaugh, executive director, National Office Management Assn., who said that evaluation of a company's mailroom activities could well result in an annual savings of hundreds to thousands of dollars. The objectives of the survey were to find out how mailrooms are managed, how mail is processed, and the types of equipment used. More than 1300 businesses, including industrial and service organizations, in the U. S. and Canada were contacted.

Thirty-seven per cent of the companies have mailroom employees start work earlier than the normal starting time so that mail can be distributed before office hours. Forty per cent have all or a part of the mailroom staff working after normal office hours.

Activities of the mailing department are combined with those of some other

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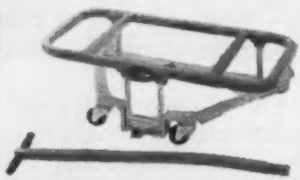

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service department, such as filing and duplicating, in 79% of the companies responding, and 85% of the companies give periodic instruction in mailroom procedures and postal regulations to mailroom employees. Sixty-three per cent of the companies conduct periodic checks in all departments to determine if desirable mailing procedures and standards are being maintained. Fifty-seven per cent include messenger service as part of the mailing department, while 50% reported the mailroom was responsible for folding and inserting outgoing mail.

Seventy-one per cent of the U. S. companies and 90% of the Canadian companies believed that postal rates are too high for the services rendered by their post office, while 78% in the U. S. and 79% in Canada expressed satisfaction with delivery of incoming and outgoing mail by their post offices. Some complaints against both U. S. and Canadian post offices included:

1. The time necessary to get mail delivered between local points.

2. Airmail often takes longer to reach its destination than first class mail.

3. Arrival and departure schedules of transportation used by post offices are too infrequent or poorly scheduled for mail delivery.

Mr. Cavanaugh said 60% of the U. S. firms have discussed their company's mailing procedures with a representative of the post office to determine additional ways to reduce mailing costs.

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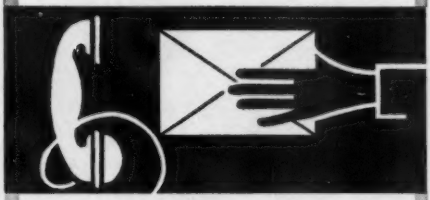

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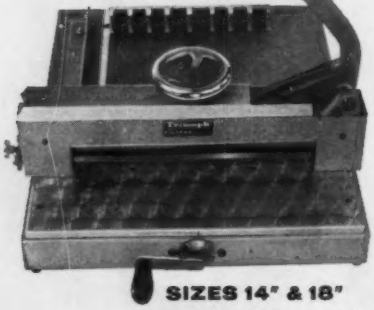

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NEW Books

SIMULATION & GAMING: A SYMPOSIUM. American Management Assn., 1515 Broadway, New York 36, 135 pp., $3.75.

Gives the pros and cons of management decision simulation. It discusses simulation and generalized and functional business games, showing how these benefit management as an operations and behavior research tool.

DIGITAL APPLICATIONS OF MAGNETIC DEVICES edited by Albert J. Meyerhoff, George H. Barnes, Stanley B. Disson & George E. Lund. John Wiley & Sons, 440 Park Ave. S., New York 16, 604 pp., $14.

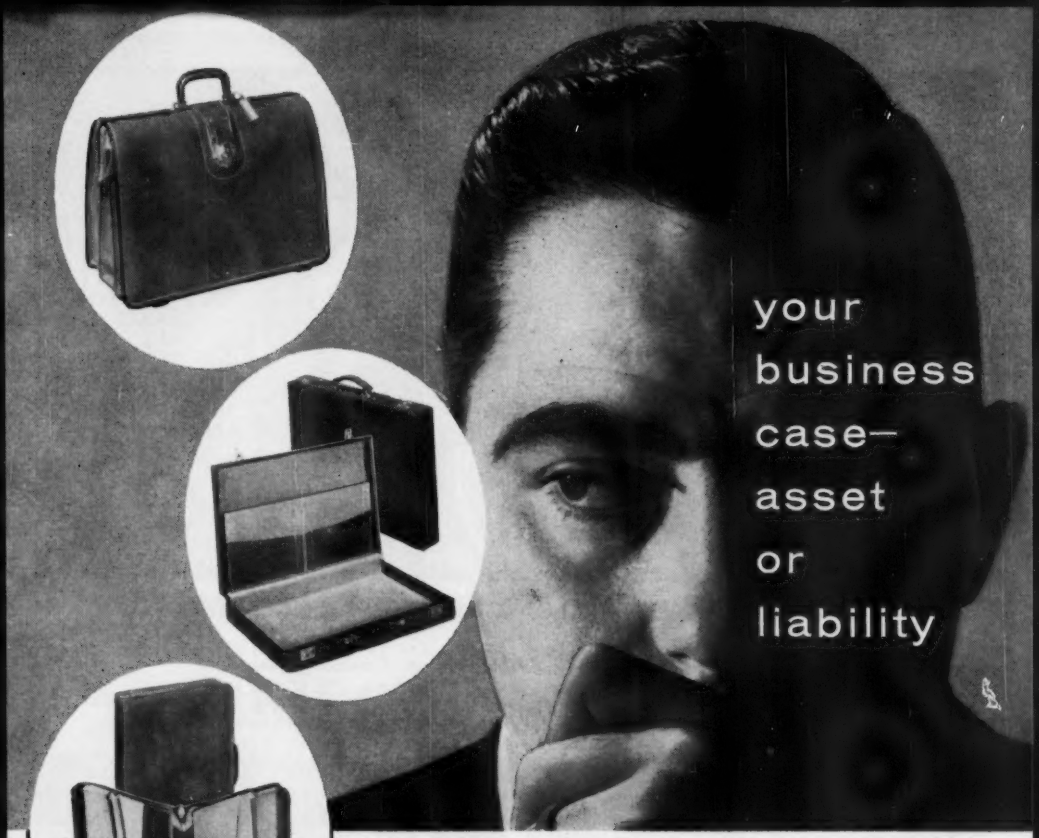
Prepared by members of the technical staff of Burroughs Corp., with contributions by other specialists, it describes theory, electrical and logical design, with analyses of a selected group of digital magnetic circuits. Giving the fundamentals of digital magnetic devices and functional terminology, it is heavily illustrated and has extensive glossary, symbol lists and index.

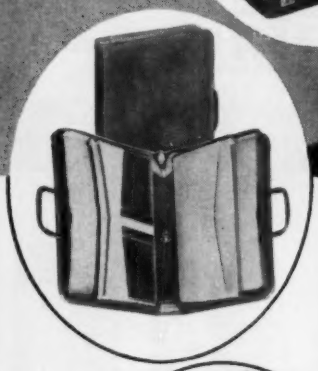
CLERICAL SKILLS MANUAL, Life Office Management Assn., 110 East 42nd St., New York 17, 37 pp., $3.25.

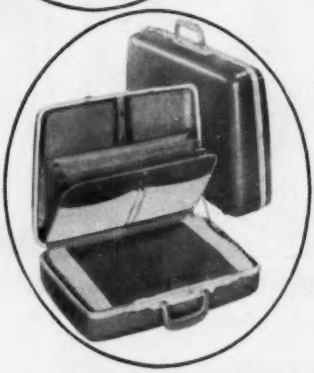
The principles of clerical training are outlined in this Report No. 13 by the Personnel Administration Committee. Six areas of clerical skills are covered: filing, typing, machine transcription, stenographic, calculating machine operating, and telephone. A bibliography follows each section.

ELECTRONIC DATA PROCESSING & AUDITING by Felix Kaufman. Ronald Press Co., 15 East 26th St., New York 10, 180 pp., $6.

A source of guidance on the modifications of traditional control techniques brought about by the development of com-







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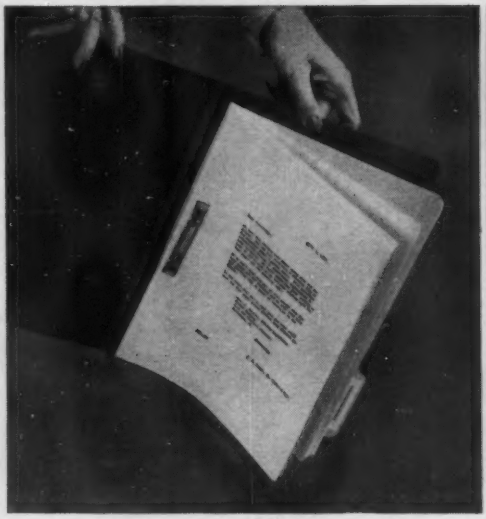

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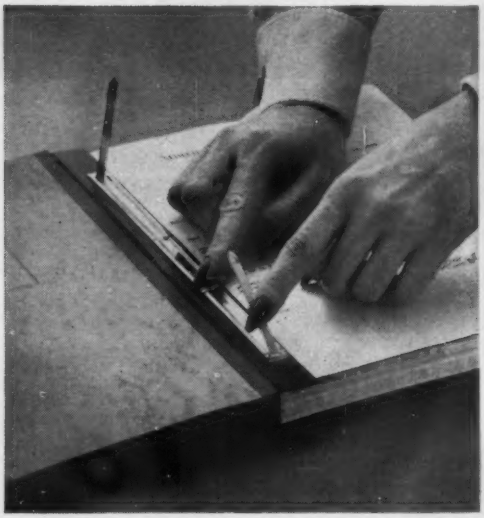

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puter systems. Shows how modern systems are planned and operated, and how they are used most successfully. Points out ways in which computer efficiency is frequently nullified and describes how EDP systems are achieving built-in internal control.

EXECUTIVE RETIREMENT & EFFECTIVE MANAGEMENT by Richard A. Beaumont & James W. Tower. Industrial Relations Counselors, 1270 Ave. of Americas, New York 20, 248 pp., $7.50

Points out that executive retirement policies are honored more in the breach than in observance, according to a study of 274 companies. Designed to give management a better understanding of retirement practices and the factors that will cause future changes. Formal preretirement counseling plans, maintaining motivation immediately before retirement, picking a successor, age limits of directors, and retirees as consultants, are discussed.

HOW TO COLLECT MORE PAST-DUE ACCOUNTS. U. S. Collection Assn., 4407 N. Ravenswood Ave., Chicago 40, 8 pp., Free.

Describes the reasons for selling on credit and shows the follow-up action for past-due accounts. Cites Dept. of Commerce figures to show the value of each uncollected dollar after certain periods. Shows how to make close follow-ups on all accounts to minimize losses, yet retain customer good will while making strong appeals for payment.

COLLEGE BUSINESS MATHEMATICS by R. Robert Rosenberg. McGraw-Hill Book Co., 330 West 42nd St., New York 36, 420 pp., $5.50.

Discusses basic and advanced business mathematics with emphasis on interest cost of business transactions; buying and selling merchandise; payroll computations and taxes. Also detailed are: financing business operations; computing ownership interests; long-term borrowing; insurance. The preparation of business graphs is given in detail, and the appendix lists denominate numbers and terms used in business transactions.

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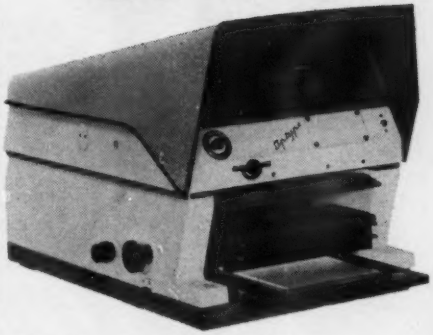

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A new concept in time-saving, convenient record handling has been introduced by Diebold Power-Shelf filing. A touch of a button brings any one of thousands of different records to convenient reference level—swiftly, silently, electrically. It's like having the contents of 32 file drawers within fingertip reach: there's no climbing, stooping, stretching or walking to find or file a record! No drawers to open or close.

Bring these important time and space savings to your office. Use coupon below to get complete information on Diebold Power-Shelf filing!

Push-Button Speed! Each shelf is controlled by a push-button...a touch of a button brings the required records to reference level—swiftly and silently.

Every Record at Reference Level!

Diebold Power-Shelf filing brings every record to convenient reference level . . . can be equipped for standing or sitting reference . . . or both!

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Institution _____

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DIO-1539

For More Information Circle No. 322

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New camel-type cartridge* goes miles further without running dry! Because Venus can put more ink in the remarkable camel-type ink cartridge, you get more work out. For just pennies more, the famous "cross between the pen and pencil"® gives you top efficiency, top economy for the office. Other features: New cone-shaped extended point; light wood barrel; permanent ink. Ten styles. 29c, 39c, 49c. Less by the dozen. Blue, black, red, green ink. Order from your stationer today.

VENUS ball *PEN*·cil®

Venus "365"® . . . the de luxe retractable model. Guaranteed to write 1 year or new refill free. $1.29.

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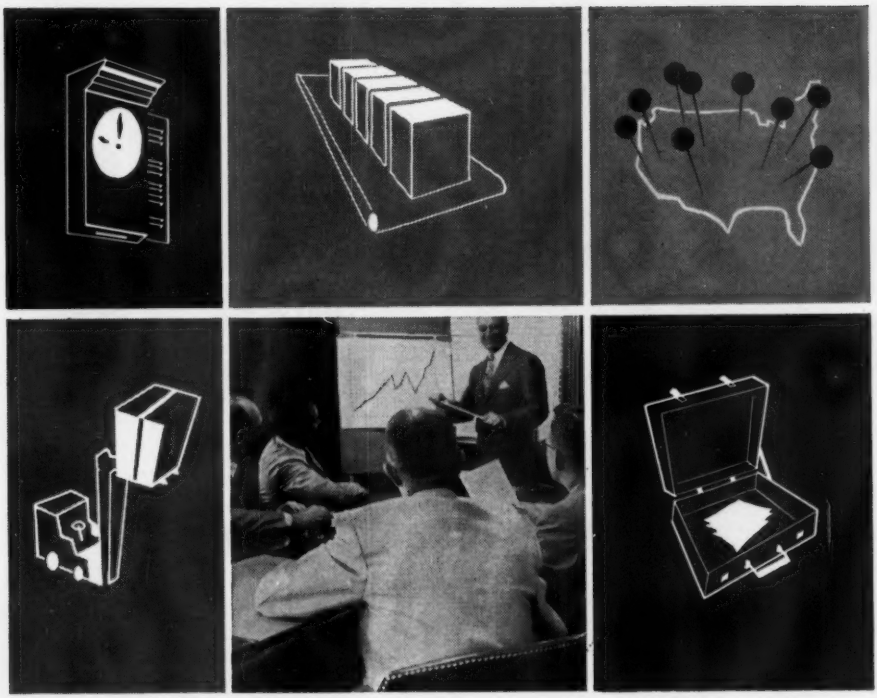

NOW! A LOW-COST WAY TO AUTOMATE MANAGEMENT CONTROLS

KEYSORT® DATA PROCESSING

For the fast, accurate reports you need to establish firm management controls; for up-to-the-minute information in any number of vital areas such as order and sales analysis, inventory, job and labor costing—Keysort is the data processing system to use.

The reasons are many. No restrictive procedures; minimum training; remarkable economy; simplicity of installation and operation.

Keysort, in fact, is the only automated data processing system flexible enough to fit your business as it stands *and* as it grows. It is the one system adaptable and affordable to companies of every size.

With Keysort you use easy-to-handle punched cards—mechanically created for rapid sorting and classification. Figures are automatically tabulated and results summarized direct to reports without transcribing.

Call your nearby Royal McBee Data Processing Systems Representative or write us at Port Chester, New York—indicating the applications in which you are interested—and we will be happy to supply you with actual case histories from our files.

ROYAL McBEE *corporation*

NEW CONCEPTS IN PRACTICAL OFFICE AUTOMATION

For More Information Circle No. 287

are you paying this girl $2.00 per hour to do work that the CONTOURAMATIC MARK III will do for less than 25¢ ?

Don't tie up hours of your secretary's valuable time with simple copying tasks. The all new Contouramatic Mark III photocopier makes perfect, photo-exact, black on white copies of all your paperwork in seconds — freeing clerical help for more important duties.

You'll discover that the Mark III is the most versatile machine in your office — as indispensable as the typewriter!

Write today for free booklet "115 Ways a Photocopier can Save You Money" and new Mark III brochure.

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For More Information Circle No. 244

THE *NEW* 1,000-FOOT KLEAN WRITE POLYETHYLENE TYPEWRITER RIBBON!

■ **NEW** length means greater economy than ever before—125 feet more than on other Polyethylene ribbons. ■ **NEW** strength—the Klean Write Polyethylene ribbon is exceptionally strong—absolutely will not break or tear! ■ **NEW** super inking found ONLY in the Klean Write Polyethylene ribbon gives unequalled sharpness and clarity of write. ■ **NEW** versatility—this amazing polyethylene ribbon gives the clearest legibility ever—on both offset plates and general correspondence. Fits all carbon ribbon typewriters. ■ **NEW** freedom from static—Klean Write completely eliminates bothersome static electricity found in ordinary ribbons.

Send for Your Trial Order Today!

New Klean Write 1,000 ft. Polyethylene Typewriter Ribbon ..... $15.00 per doz.

Quantity Discount on Request.

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manufacturing company
Established 1906

285 Rio Grande Boulevard ● Denver 23, Colorado

In New York, contact:
Crystal Copy Corporation ● 4 West 16th St. ● New York, N.Y.

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Please send me a trial order of Klean Write 1,000 ft. Polyethylene typewriter ribbons. If I am not completely satisfied, I will return the unused portion of the order and receive credit.

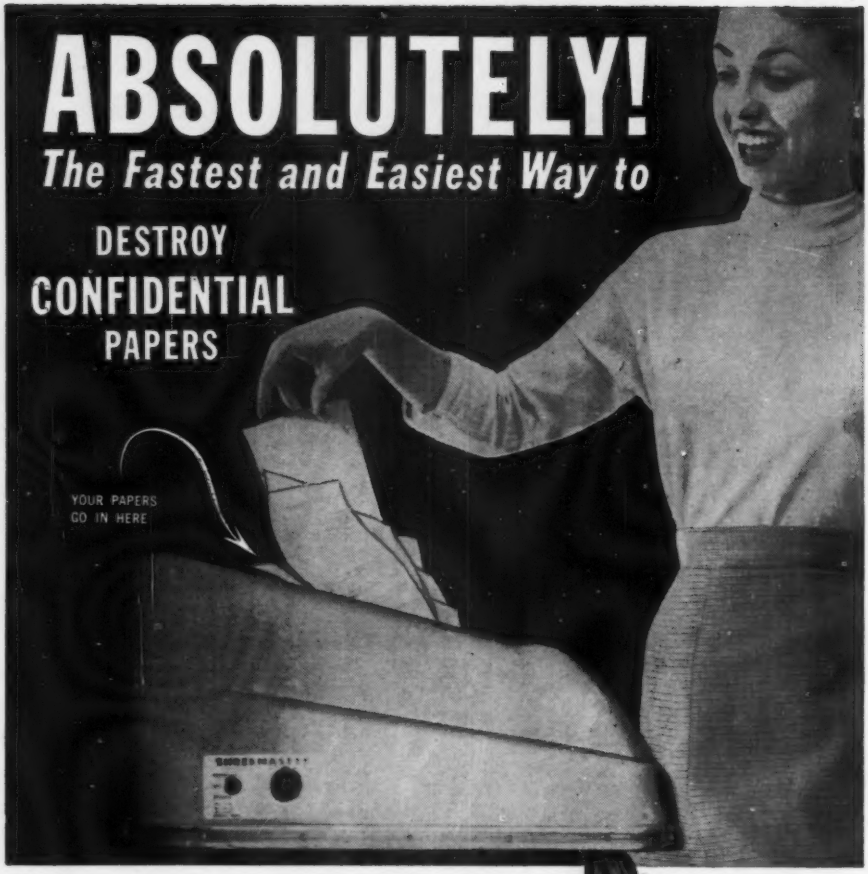
Name: _____

Firm Name: _____

Address: _____

City: _____ Zone: _____ State: _____

For More Information Circle No. 211



The only sure way to keep confidential papers Absolutely Secret!

You positively destroy confidential papers and records—quickly and easily—right in your own office with the new Shredmaster Bantam 10.

Anyone can do it. Handsome and modern design, the Bantam 10 fits your office decor. It's clean and quiet in operation.

Now at a new low price. (Other models of greater capacity available.)

FREE: Illustrated descriptive folder giving details of free trial. Just write today to:

THE SHREDMASTER CORPORATION

Dept. A-7, 384 Woodcleft Avenue, Freeport, New York

Since 1942—First and Foremost in Office Shredding Machines

For More Information Circle No. 245

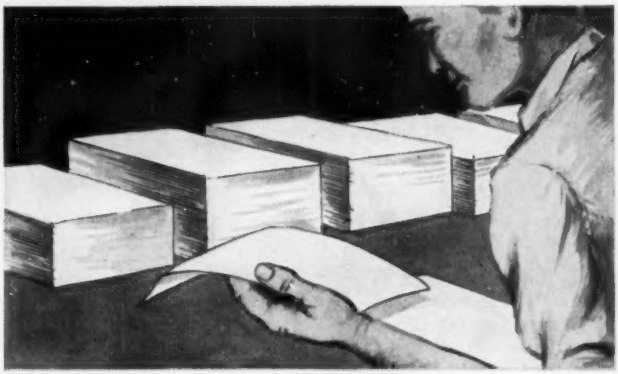
You don't need an endless variety of papers

...just the RIGHT ONES!

When you standardize on

MACKINAC®
JOB-READY BUSINESS PAPERS

you



simplify production...speed delivery...

Each grade in the MACKINAC line is specifically designed for the job expected of it. MACKINAC papers do the job better, faster, easier and more efficiently. They are precision cut at the mill to sizes 8½ x 11 and 8½ x 14. Choice of white and six bright colors in all grades except VELLUM, which is made in white only.

The MACKINAC line consists of:

MACKINAC BOND
MACKINAC DUPLICATOR
MACKINAC MANIFOLD
MACKINAC MIMEO
MACKINAC OFFSET
MACKINAC OPAQUE
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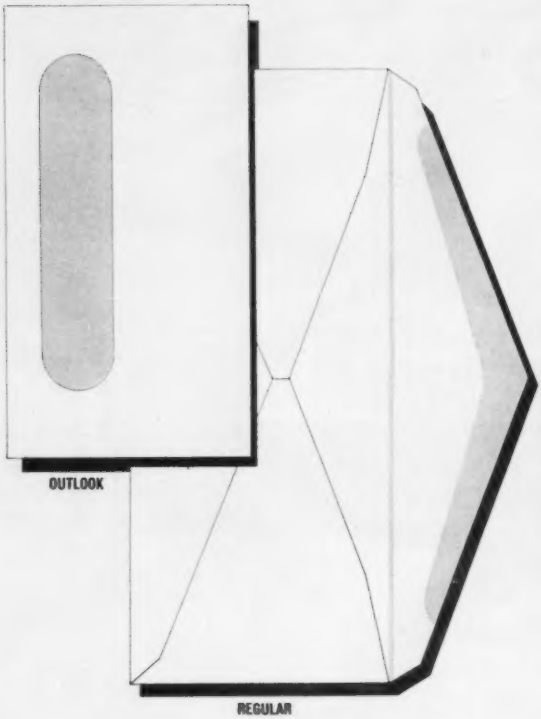
PAPER COMPANY

General Sales Offices: 20 N. WACKER DRIVE, CHICAGO 6, ILLINOIS
MILL AT ALPENA, MICHIGAN

For More Information Circle No. 208

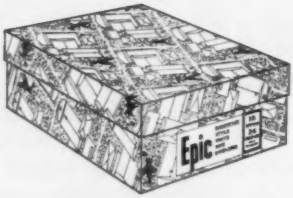


Your company communications take on a modern, prestige appearance when you use

Epic* Executives

Regular & Outlook*

the new, executive style envelopes for modern business.



NEW DEEP LID BOX

Epic Executives come packaged in an attractively overprinted DEEP LID BOX designed to speed up printing and automated office handling.

FREE SAMPLES. If your company is still using old-fashioned envelopes, ask your printer or paper merchant for free samples of Epic Executives, or write Dept. TX-2, United States Envelope Company, 21 Cypress St., Springfield 2, Mass.

*T.M. Reg. Applied for by U.S. Envelope Co.

USE UNITED STATES ENVELOPE

GENERAL OFFICES: SPRINGFIELD 2, MASS. WORCESTER • SPRINGFIELD
HARTFORD • ROCKVILLE • NEW YORK • METUCHEN • ATLANTA • INDIANAPOLIS
CHICAGO • WAUKEGAN • DALLAS • LOS ANGELES • SAN FRANCISCO

For More Information Circle No. 207

Complete answer at National Secretaries Conv., Los Angeles, July 19-22.

No other method of multi-copy reproduction – whether it be office copier, offset or letter press printing – can come even close to the Tempo duplicating process for economy and still produce quality copy. Just look at the low cost per copy including *stencil, ink and paper.*

Copies	Total cost	Cost per copy
10	15¢	1½¢
25	19¢	4/5¢
50	25¢	½¢
100	40¢	2/5¢
1000	2.65	⅓¢
5000	12.55	¼¢

All you need is a Tempo stencil and a TEMPO Geha duplicating machine. Any office worker – trained or untrained – can type a stencil in minutes and quickly run off the desired number of quality reproductions. Copy with photos or drawings can be faithfully reproduced with Tempo-tronic or photographic stencils available through the Tempo dealer in your city or direct from us.

With the Tempo duplicating process you can now produce all types of fine copy – black or colors – right in your own office – at a fraction of the former cost.

Write today on your letterhead for full information.

TEMPO

Manufacturer of everything for stencil duplicating

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For More Information Circle No. 384

COPYMAKER®

. . . the New Economical White Paper

for use on Thermo-Fax Machines

You've never seen anything like it! You get clearer, heavy-weight copies—black or brown—less curl, less crease. Superior contrast, non-glare and non-transparent. Will accept more handling—will endure prolonged exposure to heat and has better file life . . . all this and it costs less. For free demonstration write

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750 Pacific Street Brooklyn 38, N. Y.

AVAILABLE THROUGH BETTER STATIONERS EVERYWHERE

For More Information Circle No. 206

your complete line of money-makers:

REGNA

itemizing cash registers adding machines • safes

Here is the opportunity of your lifetime! The complete line of low-priced REGNA cash registers and adding machines means: PROFITS, PROFITS and more PROFITS!

Fascinating, jet-aged models meet every demand of today's and tomorrow's business-builders. Choice of electric, hand, 10-key or full-keyboard.

Send today for information and literature.

Move fast — it's profitable!

JOELI fireproof safes, of revolutionary new design, sweep the world with fantastic sales success. Several sizes and models available.

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It's low-priced! It's profitable!
Mail the coupon. Mail it today.
Mail it NOW!

REGNA CASH REGISTERS INC.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:
Please rush more information on the complete line of REGNA cash registers, REGNA adding machines, Joeli fireproof safes, and outline advantages of becoming an independent Regna-Joeli Dealer.

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For More Information Circle No. 246

MASTERPIECE

a portrait of addressing label efficiency

Here's one masterpiece that gathers no dust. Companies everywhere keep Dupli-Snap labels busy speeding their mailings efficiently. No special equipment needed, and you get up to six copies of your mailing list with a single typing.

Dupli-Snap labels are the carbon-interleaved member of the "Dupli-Mail" line . . . a growing family of gummed addressing labels designed to meet every modern requirement at low cost.

Remember, labels are the key to economy and efficiency in mailings. Find out what the "Dupli-Mail" label system can do for your firm. See your stationer today, or write to Eureka for samples.

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For More Information Circle No. 276

DON'T BE A HEN SCRATCHER

TALLY SHEET

PRODUCT / STYLE / SIZE	A 32	C 36	D 38	E 40	F 42

THROW OUT THOSE TALLY SHEETS

Made up to meet your needs
12 Unit 2 Step—only 10"x6"

USE THE NEW

DENOMINATOR® MULTIPLE-TALLY

and save up to 50% time on anything you sort-count

Stop using this mark ~~////~~ ~~////~~ . . it's obsolete! Get far more accurate results in half the time with the *new* low-cost DENOMINATOR MULTIPLE-TALLY! It's loaded with new features — years ahead in styling. Compact . . . simple to use . . . all-metal construction. Write Dept. 0-61.

The DENOMINATOR COMPANY, Inc.
261 BROADWAY, NEW YORK 7, N. Y.
Manufacturers of Tabulating Machines for over 45 years

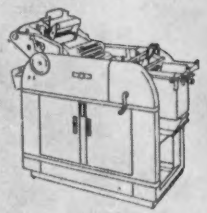
For More Information Circle No. 213

CUTTING COSTS IS OUR BUSINESS

Design new savings into your engineering paperwork . . . with Multigraph® Methods

By easily and quickly providing enough "original", highly legible and accurate copies of drawings and other data—in whatever quantities required—Multigraph Methods speed up engineering procedures and cut costs on engineering paperwork. Here's how.

Inaccuracies resulting from misunderstandings are eliminated. Important changes, additions, deletions in original drawings can be incorporated for up-to-the-minute accuracy. And handling of master drawings and other important data is minimized . . . to save wear and tear and make them last years longer.



Let us demonstrate how Multigraph Methods can effect new savings in your engineering paperwork. Remember . . . Multilith® Offset is the standard of comparision for duplicating throughout the world. Contact your nearest Multigraph representative, or write Addressograph-Multigraph Corporation, Cleveland 17, O.

Addressograph-Multigraph

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For More Information
Circle No. 392

Engineering Drawing
Bill of Materials
Change Sheet
Specification Sheet
RENEWAL PAR
50183-61
Unit Mounted
A.C. Induction-Cage Motor
Protected Machine
NEMA "C" FACE MOU
Cast Iron Frame
Horizontal Foot
60010-303

CANCEL 250 INVOICES AT ONCE WITH SPINNIT PAPER DRILL... $216.00

You can cut office costs by cancelling 250 invoice or other documents at once by drilling instead of hand stamping each one separately. Table model drill and corner rounders also available. Write for information.

Prices slightly higher in Canada and West of Rocky Mountains.

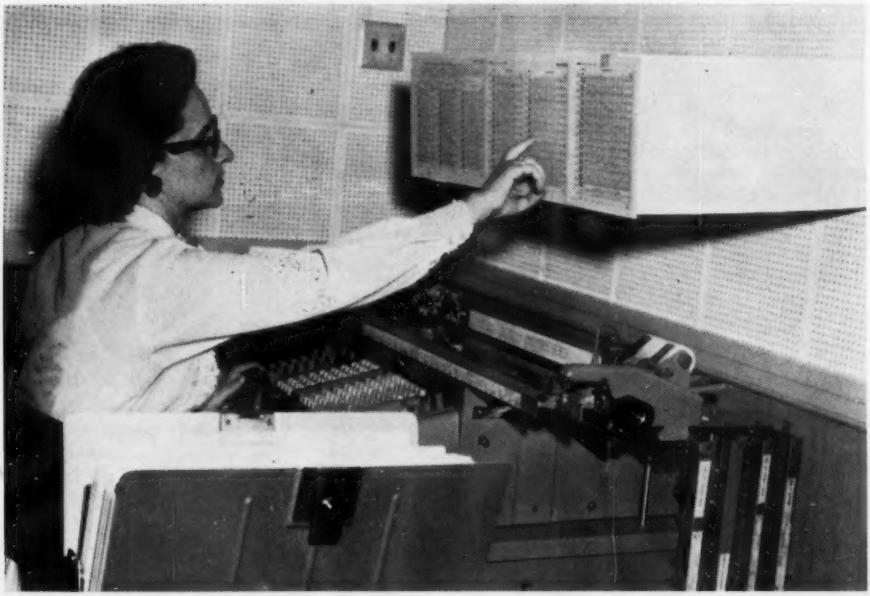
LASSCO PRODUCTS, INC.
485 Hague St. • Rochester 6, N. Y.

LASSCO also makes a bench model Spinnit drill to sell for $142.50; also LASSCO Corner Rounders --- hand model $25.00, foot-operated model, $78.00

For More Information Circle No. 248

Camera!

Belen P. Villa, "Miss Secretary of the Philippines," won a 40-day world tour as the islands' top secretary. The trip and $1500 expense money were awarded by Vasquez Bros., Philippine distributor of Thermo-Fax copying products. In each country, representatives of the International Div., Minnesota Mining & Mfg. Co., were on hand to show her around. Miss Villa is secretary to the president and treasurer of Filoil Refinery Corp., Manila.



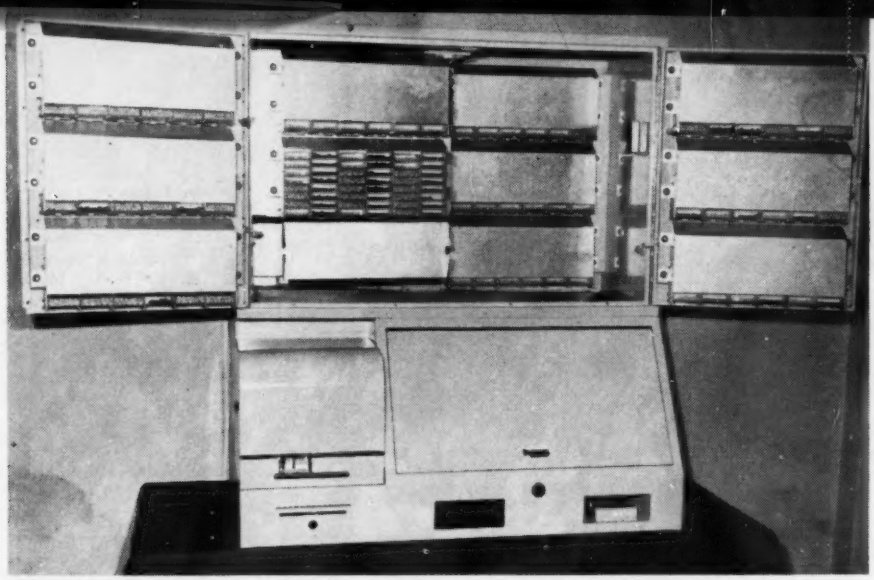
Stewart & March, Inc., York, Pa., has speeded inserting taxes on sheets being typed on its National accounting machine with this tax table extended from the wall to operator's proper reading distance. Previously, the tax table was on her desk, which required moving from machine to desk and back again each time a tax entry was made.

Designed in the open, formal "Florida tradition," this office at the Eau Gallie First National Bank features Skulptura desks and chairs by Alma Desk Co., High Point, N. C. All accessory items, such as ash trays, lamps, etc., were furnished by Alma's Trend Program.

A Bank in Florida

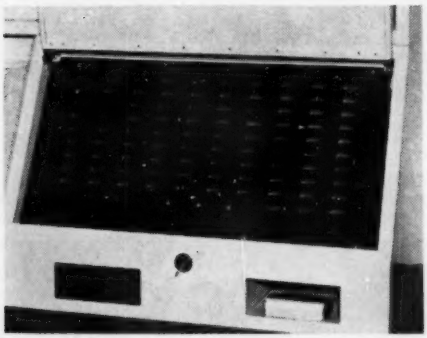
The president's office has paneling, wall-to-wall carpeting and attractively blended furniture by Alma. Chairs, couch, console and desk are matched in a rich walnut finish.

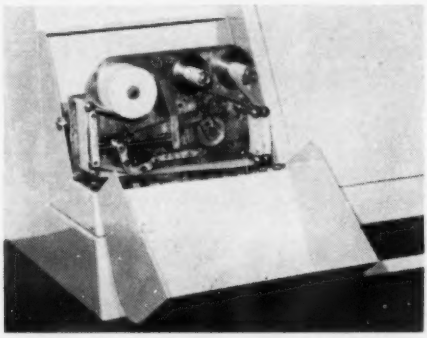
Paneling and carpeting are also used in the board room, where brightly upholstered chairs add color to the slim lines of the boat-shaped conference table.



Automatic burglarproof dispensing and record keeping unit for narcotics designed by Brewer Pharmacal Engineering Corp., Upper Darby, Pa. Only hospital's pharmacist has access to drug storage bins (above).

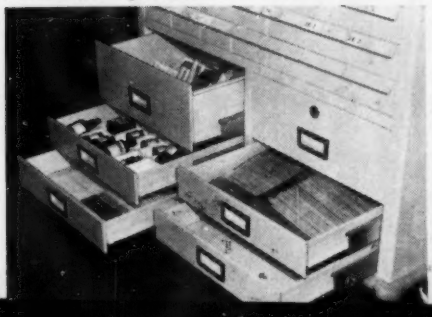
Hospital Drug Record System





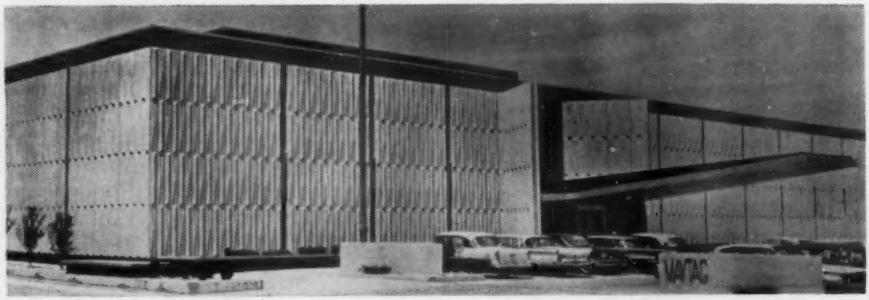
Unit holds a plate for each drug dose (left) which nurse selects and inserts in dispenser with the patient's plate. Machine delivers correct drug dosage and prints complete record of transaction on tape in locked compartment (shown open at right) and on a charge form.

Medication cart carries drugs to floor patients in locked drawers (below left). Nurse checks label on drug box with patient's medication order in visible file (below right) before issuing dose.



A receptionist greets visitors in the lobby of the new 140,000 sq. ft. headquarters building of Maytag Co., Newton, Iowa, producer of home laundry equipment.

New Headquarters Building for Maytag Co.



The three-level building is faced with pre-cast concrete panels. Cantilevered canopy in Italian tile projects 54 ft. over main entrance. This typical office area shows the building's "open concept" for ease of workflow. (See opposite page.)

Temperature and humidity are controlled in this data processing room which houses an IBM 650 computer and peripheral equipment.

The modular principle, used for the entire interior, can be seen in this office of a department head.

The central library on the second floor, next to the law library, contains reference books and periodicals.

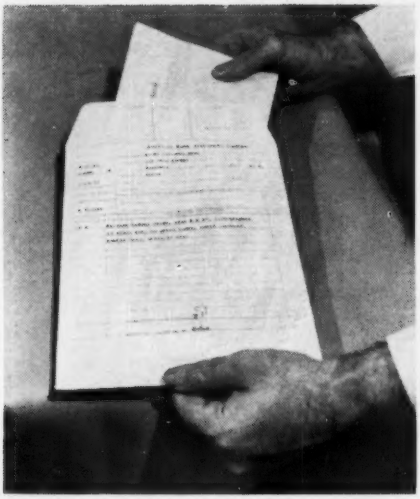
Auditorium on the ground floor seats 250 and is wired to demonstrate appliances.

An office copying system based on use of a Verifax Regent Copier has cut time in processing salesmen's orders at American Bank Stationery Co., Baltimore. Here, Patricia Ann Porter makes a copy of the original order.

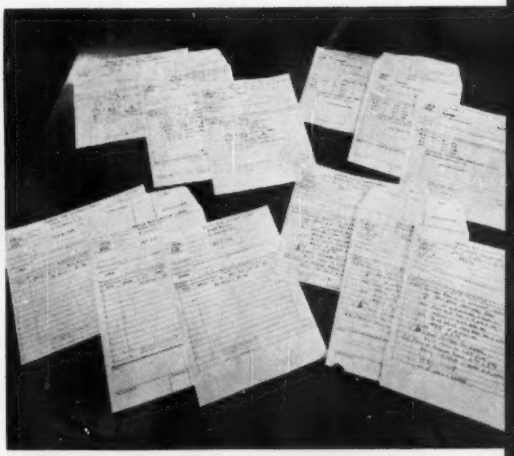
Copying System for Sales Orders

This view shows the area in which all of the copying is done. Improved speed of processing sales orders paid for the installation in less than three months. (See opposite page.)

James L. Sinclair, assistant to the president, inspects the Verifax copies as Miss Porter looks on.



This shows the job bag which holds original order on bag and copy made for file.



All components of the copying system: original order, job bag and Verifax copy. When job is complete job bag is matched with file copy and both go to cost accounting department. Job bag is kept five years for possible reorders.

Louis Scarpetti, president, Scarpetti Oldsmobile, Providence, R. I., looks over a detailed daily report of outstanding receivables and the position of each department, made possible by their Monroe bookkeeping system.

Auto Dealer's Machine Accounting

Basis of the system is this Monroe President accounting machine which distributes sales of parts and services to the journal and simultaneously produces prelists for charge posting. The summary furnishes management control, since it is broken down into major departments.

New Columbia Plastic Coated Copy Film

YOU'LL be enthusiastic, too, once you've seen new Plastisol F-100 copy film outwear and outperform even the finest carbon papers!

Plastisol F-100 outwears carbon tissue by 3 to 5 times • Reinks immediately • Produces permanent, smudge-free copy with complete uniformity • Doesn't dog-ear, tree, curl, wrinkle or pin hole • Packaged in new patented Carbnpad—100 sheets to the pad • Easier to use, easier to store—in every desk drawer • Try it!

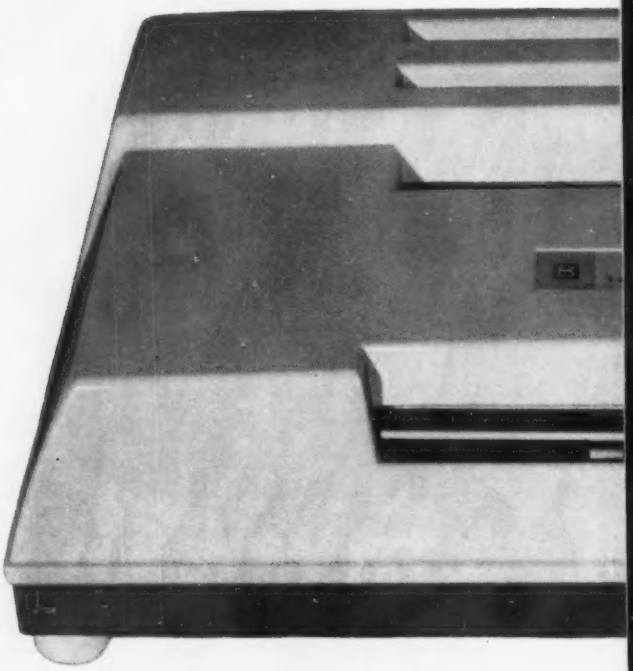
FREE DEMONSTRATION—Write either Columbia Ribbon & Carbon Mfg. Co., Inc., 116 Herb Hill Road, Glen Cove, N. Y. or Columbia Ribbon & Carbon Pacific, Inc., Duarte, Calif. No obligation, of course.

PLASTISOL F-100

Columbia

For More Information Circle No. 253

JUST OUT



Copies anything printed, duplicated, typed or written.

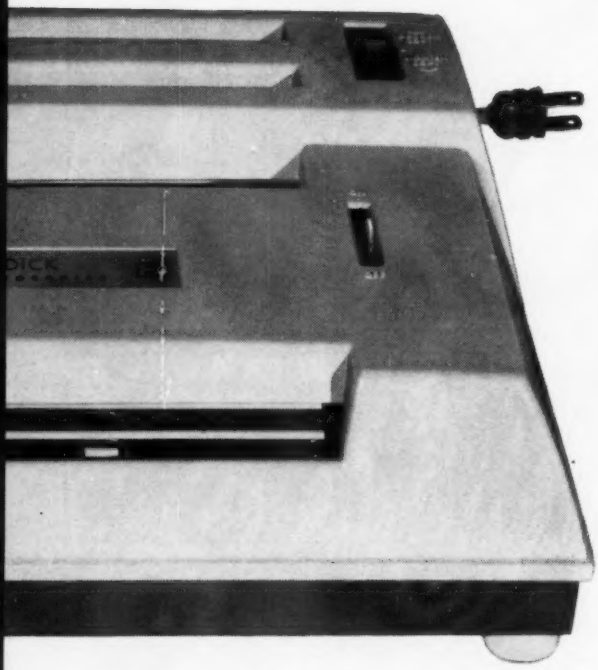
No other copying machine can match this performance at this price.

Fast, clear, black-on-white copies of anything in any color—often better than the original. And these copies won't fade from heat, light or age. The 103 slashes paperwork costs, prevents embarrassing errors, steps up efficiency. At $99.50 this brand new Photocopier is the most productive piece of office equipment you can buy. In five decorator colors: desert beige, cameo white, sunlight yellow, surf green, canyon red. Ask about it today. See the Yellow Pages for your nearby A. B. Dick Company distributor.

$99.50

Price shown is manufacturer's suggested retail price subject to change without notice.

a brand new PHOTOCOPIER from A. B. DICK COMPANY



Model 103 Photocopier
styled by H. Prosser Watts

SPECIAL FREE OFFER..."34 Ways to Cut Hidden Office Costs"

New 12 page book tells how to get the most out of your copying machine. Contains 34 helpful suggestions for modern day copier use—suggestions that can mean substantial time and money savings for you. You'll want this booklet for your office now. Mail the coupon for your copy today.

A·B·DICK
PHOTOCOPY PRODUCTS

A. B. Dick Company, 5700 W. Touhy Avenue, Chicago 48, Illinois

Gentlemen:

☐ I am interested in your booklet, "34 Ways to Cut Hidden Office Costs."

Rush me a copy today.

☐ I would like to see a demonstration of the new $99.50 Model 103 Photocopier. Call me for an appointment.

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POSITION_____

ORGANIZATION_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

For More Information Circle No. 354

Cincinnati PAYMASTER
TIME RECORDER

Fully Automatic

Accommodates tabulating cards for use with data processing equipment

Exclusive "Quick-Audit" recording system simplifies payroll accounting

Not just for the time being—but for time to come! The Paymaster integrates with any system . . . anticipates the most advanced developments in time and payroll methods . . . makes possible automated payroll accounting, now or later.

In business for the future, Cincinnati Time will continue to provide the engineering, equipment and service you need. Get the full story on the PAYMASTER from your local representative, or send for descriptive literature.

Cincinnati TIME RECORDER CO.

1733 Central Ave., Cincinnati 14, Ohio

For More Information Circle No. 288

For More Information Circle No. 200→

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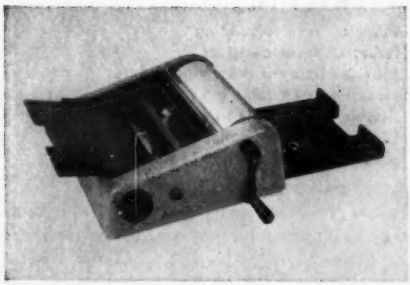

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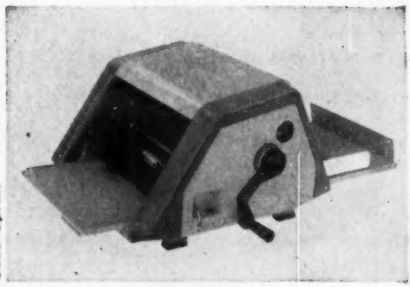

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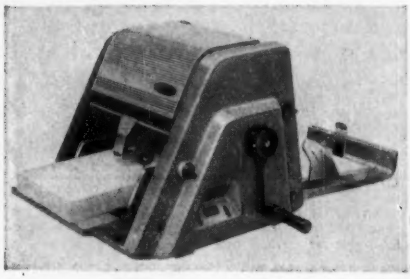

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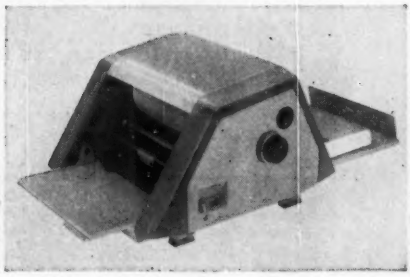

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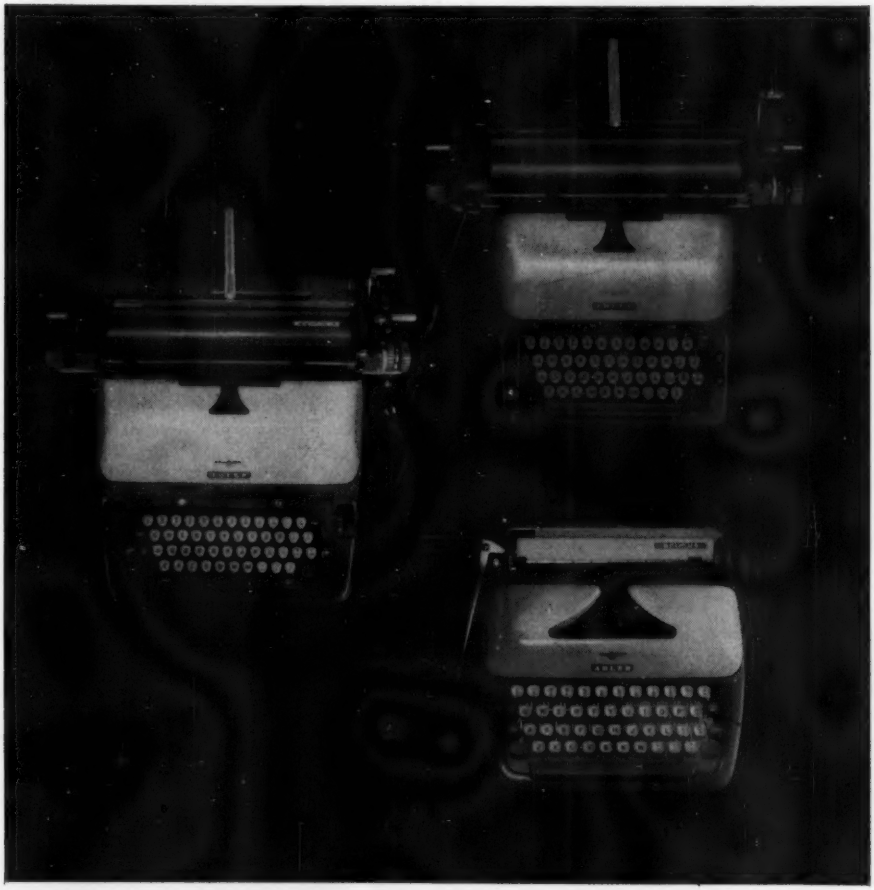

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For More Information Circle No. 217

How to Cut Back The Office Grapevine

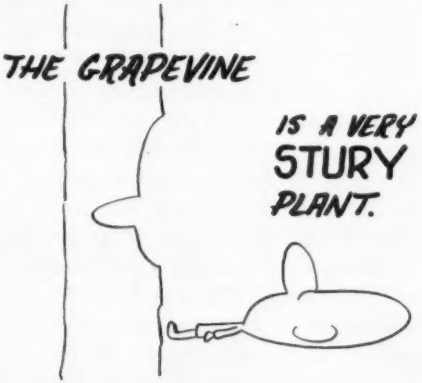
QUENTIN W. GUERIN, Chief, Regional Training Branch,
Internal Revenue Service, Chicago

REPUTATION WRECKER, strike promoter, morale destroyer, a parasite feeding on man's emotions—the rumor grapevine can be associated with all of these. All these and many more terms are equally descriptive of how rumor influences man's actions, beliefs and values. Can man destroy or control this specie of parasite? From earliest recorded history he has tried with relatively little success. Perhaps as smoke is associated with fire, so the rumor grapevine is a by-product of human communication. In a sense, then, man has to live with this phenomena and try to make it work for him, or at least lessen its impact.

Why does it exist? Simply because people want to be in-the-know. To know something another does not, or something another would like to know, inflates one's ego, one's prestige, one's status. To know, and not let others know that you know, does not satisfy this individual's needs. He gains satisfaction only when he releases this information to another.

The knower is, in a sense, "one-up" on any individual who does not know. He has to feel thus, in order to gain the satisfaction that comes from telling. He believes that others will seek him out if he is in-the-know. Many knowers require a degree of reciprocity; they expect others to exchange what they know. The knower expects to be looked up to as one who has contacts with others in-the-know, especially if these others have higher status than he. This motivates the individual to become part of the grapevine, be it rumor or fact.

The grapevine exists in most all organizations. In one study of a very



large organization, 38% of the employees reported that the grapevine was their principle media of getting the word about their organization.*

The normal or formal sources are too slow, too dry, too official, often

* Walton, Eugene: "How Workers Get The Word," *Armed Forces Management*, May, 1959.

bound up in verbiage, qualified with ifs, ands, and maybes, and jargon difficult to understand. Because some

bosses are not prone to be communication minded, they become bottlenecks. Even when the individual gets the official word, the grapevine takes over to explain the whys and wherefores. The grapevine embellishes and supplies spice, inferences and otherwise unavailable answers.

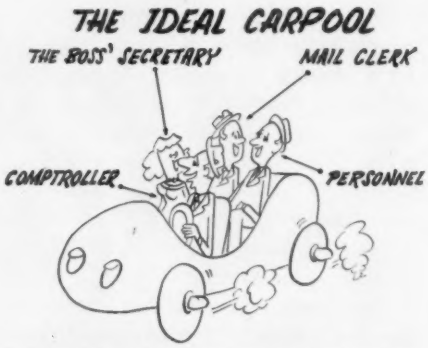
The grapevine thrives on rumors. Rumors are spread by relatively few executives and by relatively few people in the organization. Psychologists conducted a study in a firm with some 70 executives. The grapevine was found to transmit news mostly about company affairs. Some news was vital for the executives to know, some was merely gossip or rumors. Seven of the executives spread the news, 50 heard it but kept it to themselves, the remainder heard nothing.

These figures are typical of how a small number of spreaders carry bits of information throughout an organization. It is suggested that the grapevine is kept going by what communications experts call "liaison individuals." This substantiates what most of us have seen, that some people in a work group are far more gossip prone than others. Similarly, certain people in a group seem to exert greater influence over the opinions of others and are particularly active in transmitting unofficial information or in stimulating conjecture about it.

In what types of work situations does the grapevine flourish most? The coffee break is number one. Lunch is another, and the washroom is another. A lecturer on management made quite a name for himself with a talk entitled, "What Is Your Washroom Rating?"

Staff personnel spread the most rumors. Staff executives move around more and are in touch with what is going on in more departments. Staff men usually have access to more newsy info and have more reasons to be in contact with floating liaison individuals.

Another situation that lends itself to the grapevine operation, as far as news and rumors are concerned, is the car pool. Have you ever thought about



how much gossip, rumor and company news you pick up in your car pool? Several office employees were discussing what types of people make an ideal

car pool, if they really wanted to be in-the-know in their organization. Here is their ideal car pool: boss's secretary, man from personnel, someone from the mailroom and an individual from the planning or controller's office. Whom would you like in your car pool?

Just being in-the-know makes an individual susceptible to becoming involved in the grapevine as a receiver, initiator or transmitter. To pinpoint the vulnerability of some key people in an organization, let us examine a practical situation. The boss's secretary is perhaps the most vulnerable because:

1. She has status. She reads his mail, makes his appointments, hears his off-the-cuff remarks, knows his family affairs, knows his finances and his extracurricular activities.

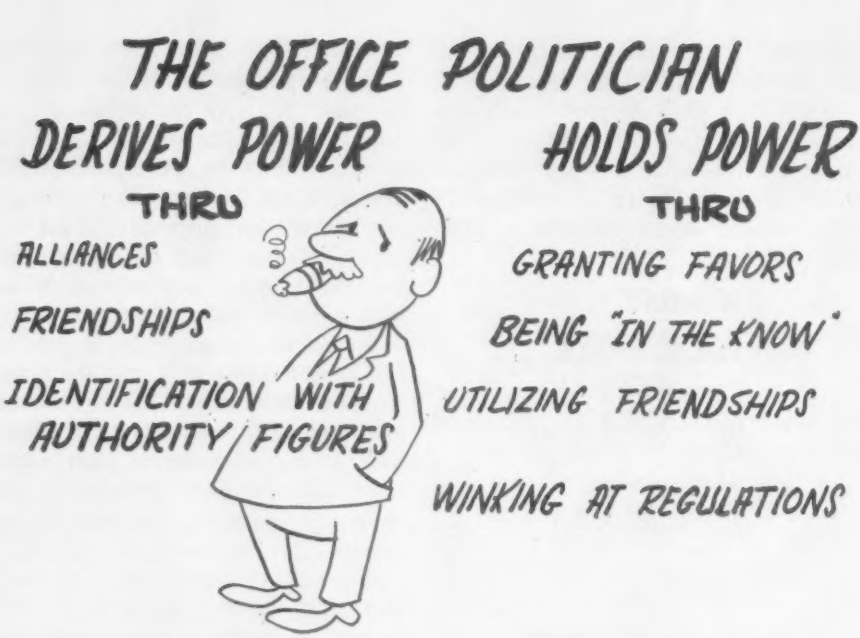
2. She, real or imagined, is his Girl Friday. The boss has to communicate with her. Some of what he communicates is real newsy and important information that people want to know. It is assumed that he confides in her, and interprets and expresses his opinions about plans, people and policies.

3. If she is human, she is part of some grapevine. The clever secretary is able to control her involvement by filtering what she relays. If she tends to indiscriminately communicate company policies, decisions, etc., or interprets for others the deliberations of key personnel, the sharpies, office politicians and the negative element will use her. Many a key secretary has refused promotions to other jobs because of her high status of being in-the-know.

Studies of the grapevine in one office indicated that 65% told the rumor to those above them, 12% to those below, and 23% told it to their equals. This strong tendency to relay secret information to one's superiors is due to the wish to gain more favorable acceptance by the leader of a group.

Another phenomena about rumor is that, if it affects you, you'll probably be told. A rumor is usually passed to wherever it will do the most good, or where it will accomplish some purpose for those who spread it.

An integral part of a grapevine system is the clique structure, organized around common ties such as skills, professions, social stratum or schools attended. The clique can wreck or dis-



tort the reputation of an individual, a well designed plan, or an innovation in which all would benefit. When new procedures, rules or policies are discussed and interpreted by the clique, they can be distorted in a fashion that is often hard to recognize from the original.

Most cliques have their own grapevine and communicate little to anyone outside the clique unless, of course, it is to their advantage to do so. Nonmembers are isolated and often frustrated because "vital" information is kept from them. The clique uses pressure techniques to get a new man to conform or to bring the nonconformist into line, and its grapevine well serves this purpose. The isolate or nonconformist may well become the subject of nasty rumors. He, or his wife, may acquire an interesting past. Have you ever looked upon indoctrination, or "learning the ropes," as acquiring insights as to who talks to whom in an organization, or to which cliques you can or should belong?

Needless to say, the office politician knows how to prune the grapevine and utilize the clique structure in his organization. His sense of power is derived from:

1. Alliances with power figures — secretaries, individuals who provide services, and important internal cliques.

2. Friendships—the most important ingredient in business politics. His friends convey information, bring prestige, reflect status and bestow favors. For him to stay on top, he must be able to grant favors.

3. Superior information, which gives him a means of control and influence. Here is where he taps the grapevine.

That the grapevine exists in your organization, you can be sure. That it serves the needs of many of your people, you know. That certain situations or events stimulate it to function you can predict. That some of your key people are vulnerable, you have to tolerate. What then can we do to prune the grapevine — rumor or otherwise? Students of rumor control suggest some of the following techniques for controlling the grapevine:

1. Listen to what your employees and subordinates really think.

2. Make yourself available to answer questions of your subordinates.

3. Establish a rumor clinic (a committee to serve as a clearing house for unofficial reports about the organization).

4. Get news of important decisions or changes affecting the organization to the supervisory staff as soon as possible.

5. Use the informal leaders of important groups in your organization to "tease out" how they will interpret a major change in procedures, personnel or work methods.

6. Explain your intentions. The groups will draw their own inferences if you do not.

7. Use a public address system, bulletin boards or flyers to get urgent stuff into the hands of employees.

In a nutshell: listen, be in-the-know, utilize the cliques, follow-up, don't pass the buck, explain why.

(The views expressed in this article are those of the author and not the Treasury Department or the Internal Revenue Service.—Ed.)

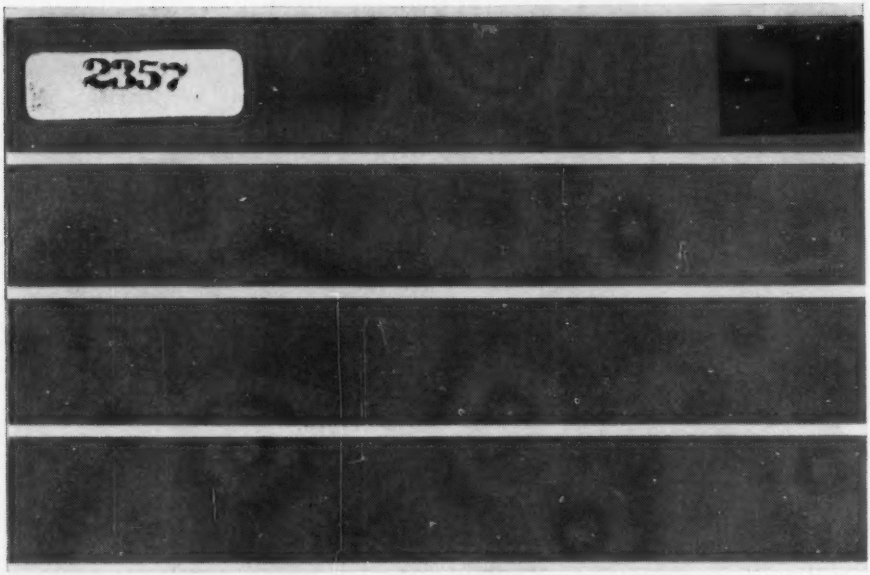
Microfilmed Hospital Records Aid Both Administrative And Medical Personnel

FRANK BURGAY BLAKE, Medical Records Librarian, St. Francis Hospital, New York

MICROFILMED MEDICAL records can be just another unwieldly and expensive way of filing, or they can be an economical, space and time-saving aid to both administrative and medical personnel. At St. Francis Hospital, we have set up a compact medical records department that gets required information to medical personnel in five minutes, saves valuable floorspace and enables us to send records to courts, government agencies and other medical institutions without fear of losing our records. Research and teaching personnel can refer to records or have complete copies made from microfilm in seconds.

Basis of our microfilming referral system is a Documat Reader - Printer which provides large black - and - white

At St. Francis Hospital, New York, nearly 100,000 medical records on microfilm are housed in 25 file drawers.



Microfilmed patient records are kept in a transparent microfilm jacket which is filed according to the chart number assigned the patient upon admission.

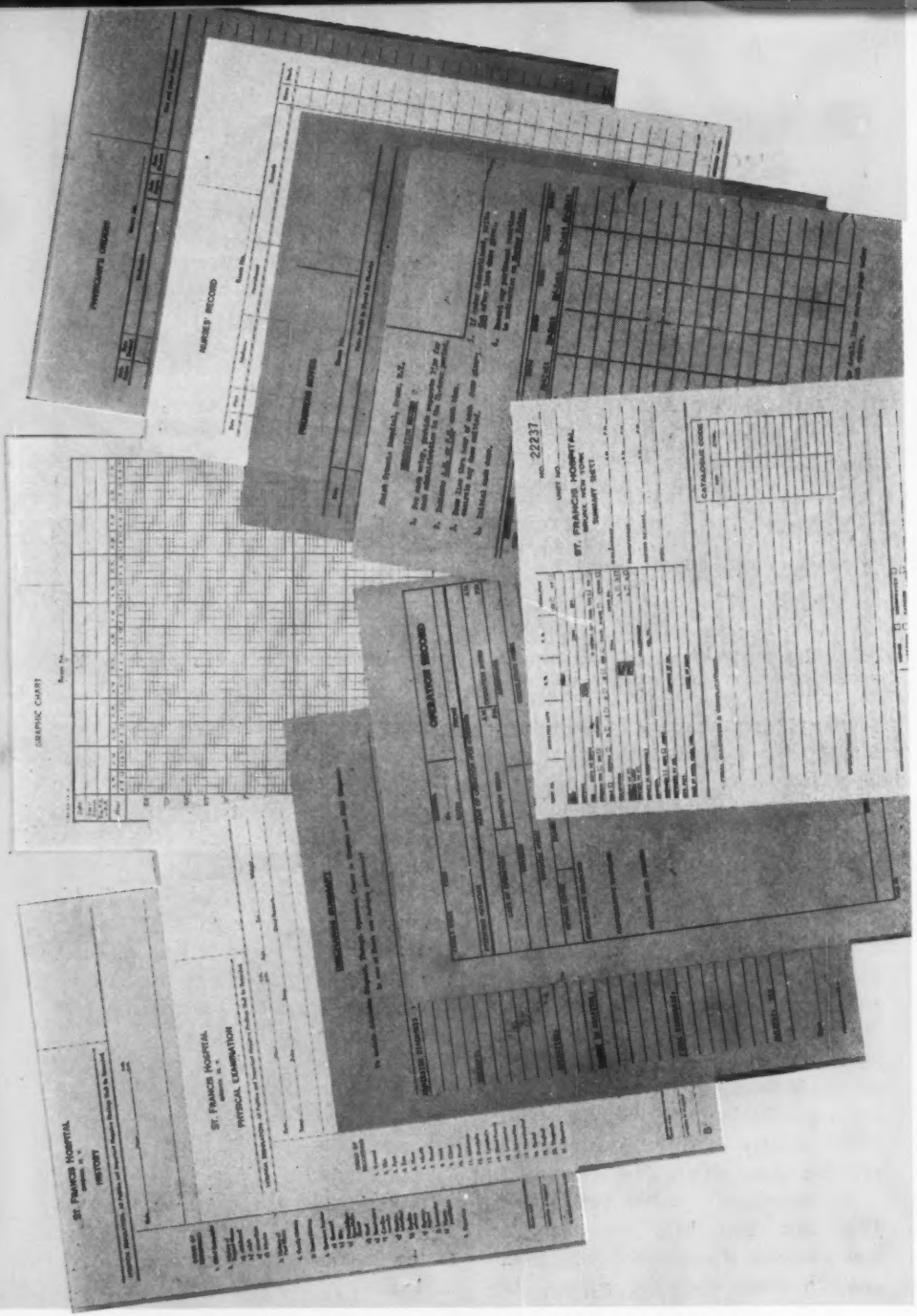
prints in seconds just by pressing a button. No darkroom or special operator training is necessary. Located in our medical records department, the unit permits medical personnel to scan microfilm for note-taking as well as reproduction.

We reproduce about 15,000 records a year—or about 850 per month on the reader-printer, mostly for teaching and research purposes. Our records, now numbering close to 100,000, are stored in 25 file drawers immediately accessible to department workers. Without microfilming, these same records would occupy close to 3½ rooms of valuable space on our first floor.

All in-patient records dating from 1938 are filed here on microfilm. These include diagnostic sheets, history and physical, discharge papers, laboratory reports, pathological reports, x-ray reports, electrocardiographs, operative reports, nurses' notes and any correspondence relating to patient's further medical treatment at other institutions.

When a patient is discharged, his complete file is sent to us from the services of the hospital. We assemble the records in proper sequence and index them. Then the records are sent out to be microfilmed. If there is a further admission of the patient, this new record is also microfilmed, using the original chart number to identify the case.

The microfilmed records are filed in a jacket under the chart number assigned to the patient upon admission to the hospital. The chart number can be located by the patients' index, diag-



Typical patient records of physicians, nurses and laboratory, which are microfilmed. Approximately 15,000 records per year are processed at the hospital.

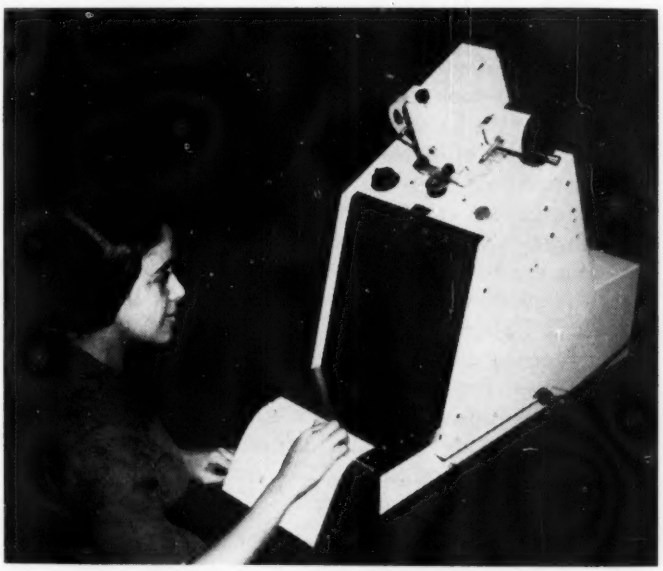
nostic index and operation index.

The most frequent referral to microfilmed records is, of course, by research and teaching personnel. Retrieving a record for a doctor is made as fast and simple as possible. The doctor just calls the medical records department, asks for patient's record by name and address, and in from five to ten minutes has in his possession large black-and-white prints of each of the microfilmed documents requested. The department clerk merely pulls the record, and then runs each through the reader - printer which is conveniently placed on a regular desk in the department.

In sending abstracts to other hospitals and for legal purposes, we now release only the individual microfilm jacket instead of entire spools, as was required previously. This prevents loss of many valuable records.

The reader-printer not only enables us to print in regular office light, but also affords doctors the opportunity to spot-read many documents without reproducing them. Often a fast perusal of a record is all that is required. The doctor places the microfilm jacket in the unit and, instead of printing up the record, peruses it on the large screen.

Medical records grow apace with increased hospital population. Our system will allow us to expand easily without making space demands on the hospital. The system is geared to fast printing and retrieval of information, whatever the volume, from one centralized source. We believe that centralized and regulated fast access are the minimal bases of any microfilm library that fulfills its purpose of providing data when required.



Doctors may refer to medical records on this Documat Reader-Printer, or have copies printed and sent to them.

In Filing, What Is Alphabetical Order?

IDA WELCH, Allen-Bradley Co., Milwaukee

DO YOU FILE Computer Division under Bendix Aviation Corp. or under C? How do you handle acronyms? Is Hydra-Matic one word or two? What is the filing sequence for Tel-Autograph, Telechrome and Tele-Dynamics? Is "What's Cookin' Restaurant" considered three words or four? Is it filed before or after David What? Is 1000 Club filed under O or T? Is Rhode Island one word or two? Where do we look for Chamber of Commerce of the United States? Where does the Town of Brookfield Finance Co. belong?

Such questions recur in every filing department. No two people handle situations exactly alike—unless one authority is established on which to base decisions. Different solutions to the same recurring situation lead to confusion, time lost in searching and actual loss of papers. Don't be too sure that the reasoning steps in the old Burns and Allen comedy routine are not in practice in your own office:

"Gracie! Why did you file the key to the front door under C?

"Well, because the key is for a Yale lock and Yale is a college?"

We are all acquainted with the clairvoyant talents of the dedicated records clerk who can usually locate a "pink order with gray printing from some firm in the south." But we are also aware that we are moving into an era of automation calling for integration of office procedures. When records are transferred to cards, tape, microfilm or other mechanical storage, they lose their personality in terms of color, size and format, and the need for a systematic method of storing increases. Searching microfilm, for instance, can be tedious and frustrating if the alphabetizing did not follow a standard practice. It is often impossible to second-guess decisions made by the clerk who originally filed the material.

Hardly an office exists that does not have alphabetical filing. The hours that go into this familiar routine, and its counterpart "finding," cost millions of dollars each year. To a person acquainted with the sequence of the alphabet there seems to be nothing

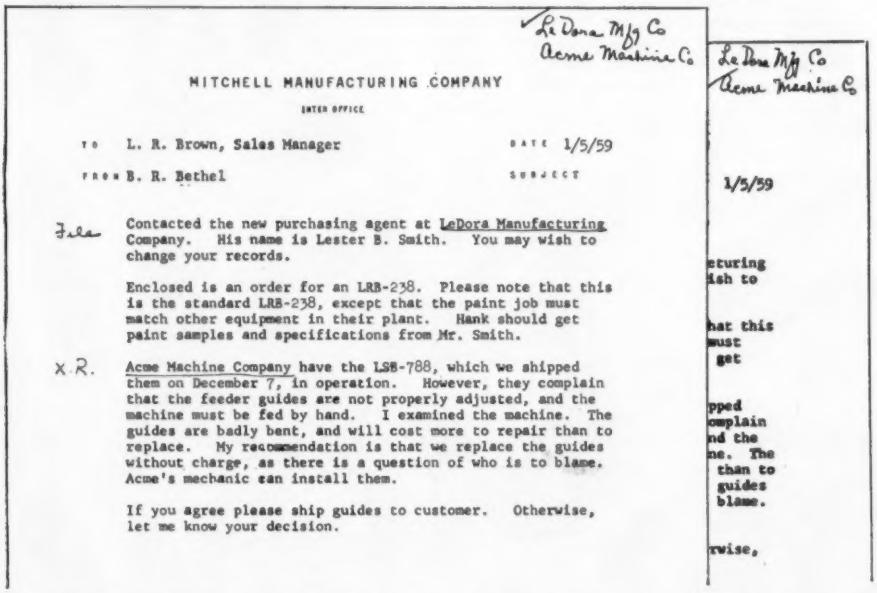
simpler than to arrange papers in alphabetical order. However, the rules used in offices are as varied as the people who use them. Rarely do two people consistently make the same decisions when it comes to arranging names in alphabetical order. In fact, the "experts" who worked on the American Records Management Assn. research project were not in agreement. Nor is there agreement among the many authors of business management books who devote a chapter or two to alphabetical rules.

A check of actual practices in large offices disclosed that, where no policy existed, there were as many methods of alphabetical filing as there were alphabetical files. It was not uncommon to find that not one, but several, authorities were used to answer questions regarding alphabetization. The same conflicts occurred in the filing as did among authorities.

This is a field that needed standardization. In 1956, at its first annual convention, American Records Management Assn. chose as its national research project the subject of alphabetical filing. The goal was to improve the quality, modernity and uniformity of rules for business and government offices. Eight ARMA chapters worked independently on the project and submitted their recommendations to the national committee. These recommendations were reduced to one set of rules.

It was necessary for the committee to identify and define the elementary

(Continued on page 204)



✓LeDora Mfg Co
Acme Machine Co

MITCHELL MANUFACTURING COMPANY

INTER OFFICE

TO L. R. Brown, Sales Manager DATE 1/5/59

FROM B. R. Bethel SUBJECT

File

Contacted the new purchasing agent at LeDora Manufacturing Company. His name is Lester B. Smith. You may wish to change your records.

Enclosed is an order for an LRB-238. Please note that this is the standard LRB-238, except that the paint job must match other equipment in their plant. Hank should get paint samples and specifications from Mr. Smith.

X.R.

Acme Machine Company have the LSB-788, which we shipped them on December 7, in operation. However, they complain that the feeder guides are not properly adjusted, and the machine must be fed by hand. I examined the machine. The guides are badly bent, and will cost more to repair than to replace. My recommendation is that we replace the guides without charge, as there is a question of who is to blame. Acme's mechanic can install them.

If you agree please ship guides to customer. Otherwise, let me know your decision.

LeDora Mfg Co
Acme Machine Co

1/5/59

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rwise,

An extra copy of a letter, made on an office copying machine, can be used for cross reference filing. Code each copy to show that multiple files are complete. Check to indicate the copy that goes into each file.

Pirelli's Magnificent Milan Office Building

IL CENTRO PIRELLI, new head office building of Pirelli Co. in Milan, Italy, offers a striking departure in modern office construction and design. Although its floorplan resembles a two-headed fish—as shown in color behind the heading above—the building is the functional result of intensive planning by one of the world's great teams of architects. Designed by Ponti, Fornaroli and Rosselli, it had Nervi and Danusso as consultants for structural calculations and Valtolina and Dell'Orto as civil engineers.

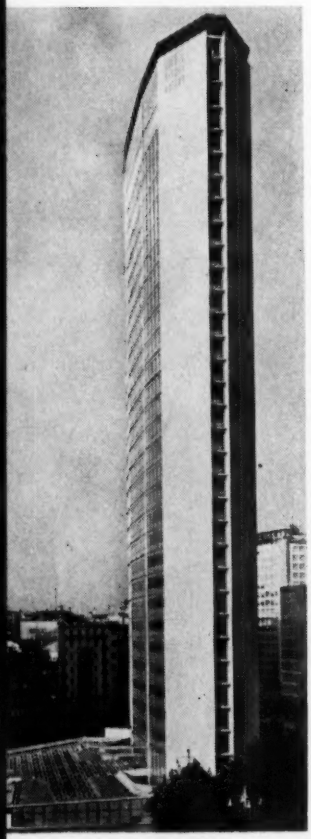
Perhaps Il Centro Pirelli's greatest contribution to the future of office

The conference room for Pirelli executives (below) has the sleek modern lines which characterize the building both inside and out. Even the conference table is reminiscent of the shape of the tower, which is shown in a typical floorplan behind the heading above.

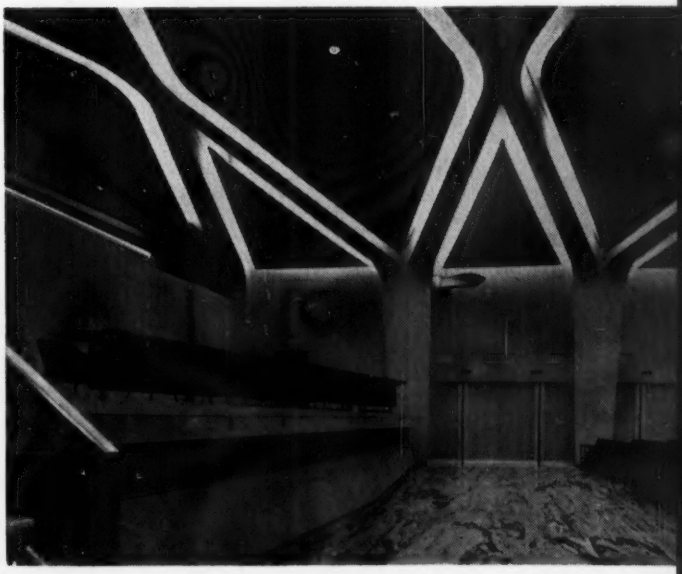
buildings is its complete break with the uninspired rectangular blocks and "wedding cake" designs that have characterized recent U. S. efforts. (Its influence can be seen in the giant octagonal Pan American Building now rising behind Grand Central Station in New York, which will be the world's largest private office building.)

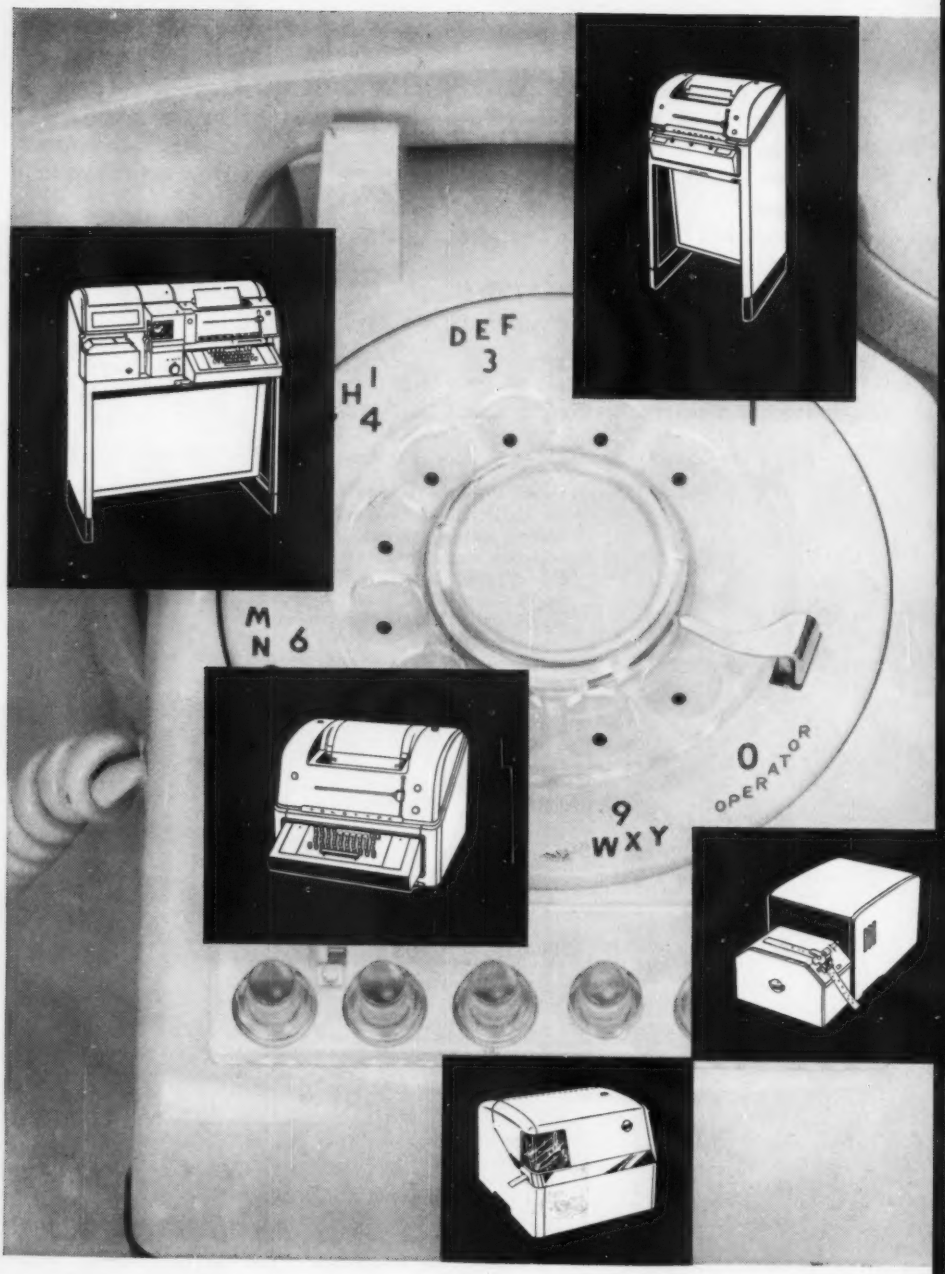
Although the architects give Frank Lloyd Wright credit for the current shift to angled forms in his Price Tower in Bartlesville, Okla., the Pirelli Building is the first to carry this idea to such height and scope. It towers 417 ft. and is 231 ft. long. However, it is only 60 ft. at its widest point—seven times as high and nearly four times as long as it is wide. Angled ends, which come almost to a point, further reduce this ratio.

Critics were afraid that the new tower might not be in rapport with Milan's spire-prickled Duomo, one of the world's Gothic masterpieces, or that it might clash with the Neo-Roman triumphal arches of the giant railway station on whose plaza it stands. As



Front and side views of Il Centro Pirelli are shown at left. The auditorium (below) has a dramatic ceiling made possible by leaving bare the structural supports for the elevated plaza above it and accenting the crossed beams with fluorescent lighting. Many of the materials used in the building were supplied by Pirelli affiliated companies.

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A growing number of firms are already using Teletype equipment over Data-Phone circuits. For example, companies that purchase large quantities of airline space place orders by phone, then receive tickets on Teletype printers right in their own offices. With this method, tickets are received faster, messenger service is eliminated, and records for accounting purposes are automatically provided.

Teletype Corporation manufactures page printers and tape units such as the Model 28 equipment illustrated above for the Bell System and others who require the utmost reliability from their data communications facilities.

If you would like to investigate the advantages of Teletype equipment for your business, write to Teletype Corporation, Dept. 37-G, 5555 Touhy Avenue, Skokie, Illinois.

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For More Information Circle No. 250

The two-story-high accounting center has nearly 13,000 sq. ft. Pirelli uses 305 Ramac computers for billing, general accounting, and accounting and control of its warehouses in Milan and other cities.

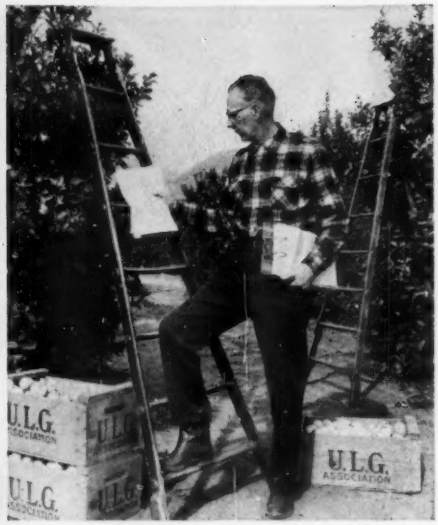
completed, Il Centro Pirelli represents the true feeling of Milan—the vibrant and energetic heart of Italy's business and industry—and is at home with several neighboring office buildings, almost as tall, equally as modern, but not as inspired. It also stands as a monument to its owner, one of the world's great industrial combines with interests in rubber, cables and wire, linoleum and plastics.

The structure has four reinforced concrete triangular articulated terminal pillars which house service elevators and emergency staircases, as well as shafts for the air-conditioning system and utility lines. These pillars provide the basic support for the floors, and are assisted by four supporting columns near the center.

Originally the facade was planned as one giant sheet of glass with columns tapering toward the upper floors. The taper, from 6½ ft. at the ground to only 15½″ at the top, is the result of functional and structural essentiality of the building itself, where form and structure converge. However, the glass facade was tested at the Milan Polytechnic Institute to determine its workability, and was rejected because it would interfere with proper functioning of the air-conditioning.

The design leaves floors free from

AT 5 P. M. a reduced-scale offset duplicating master of Sunkist's teletyped market reports is completed with Kodak Ektalith Processor, Model 20, (shown above) and process camera.



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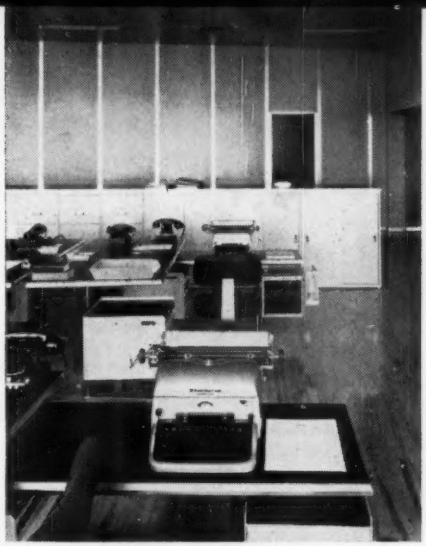
all pillars except the eight basic supports, and provides large areas of open space for offices. Another practical approach in planning was to have the building widest in the center, narrowing toward the ends. Elevators and washrooms are located at the center, thus both building and halls are widest at the point where traffic is greatest; halls narrow toward both ends where traffic thins. Further elasticity of interior space is provided by modular movable panels of aluminum and glass, which can be moved where, and as, desired.



A typical clerical area.

A modular conception also was used in planning the interior furnishings. Designers were able to achieve a Pirelli "standard" for desks, chairs, cabinets, tables and other articles in relation to the quality potential of Italian industry in these fields. Both architects and interior designers discarded the conventional approach to office decoration, since they felt it tends to overfurnish some zones at the expense of others. As a result, the executive floors have the same technical and aesthetic feeling as all other floors, and the classic simplicity of the exterior is retained unbroken throughout the interior.

The building houses some 2000 persons, 1200 of them Pirelli employees. (The second through the 12th floors of the 31-story building are rented to other firms and serviced by two separate elevators.) Despite six elevators in constant operation for Pirelli employees alone, employees come to work and

This overall view of a clerical office shows cabinets lined under windows at right and used as partitions at left. All furnishings were made to Pirelli "standards."

leave for home in two shifts, ten minutes apart.

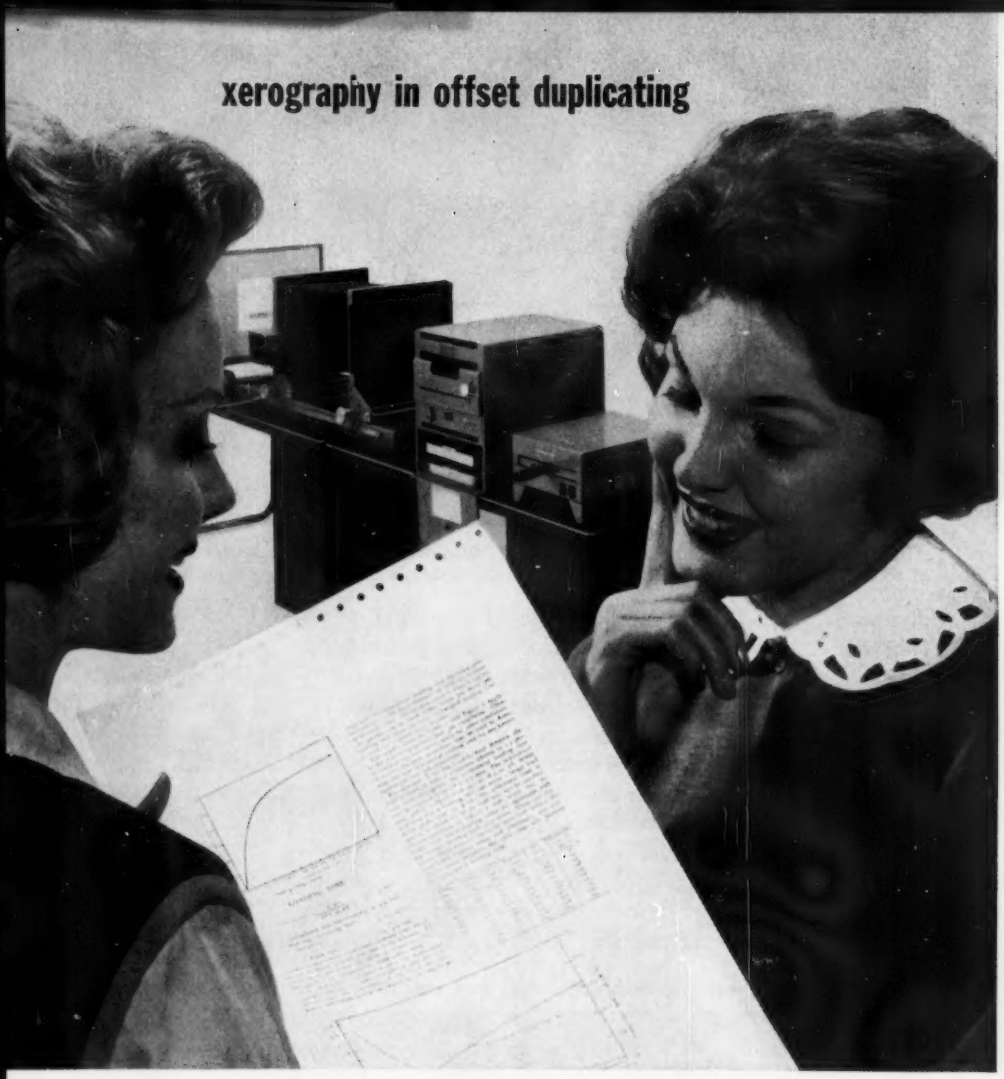
Much attention was given to traffic of employees, services and visitors in designing the building. The tower occupies only about 15% of the site, with some area devoted to a cafeteria and service wing and two low, rental buildings. However, much of the horizontal area is left for movement of traffic and parking. Thus Il Centro Pirelli is an expression of the principle of isolated units developed vertically. Immediately in front of the tower is a large elevated plaza which permits parking 200 visitors' cars in half-hour shifts during an eight-hour day.

Further consideration was given to easy movement of employees and visitors, since employees enter the building at the rear, at ground level, while visitors use the elevated front entrance. A depressed driveway, angling about the rear of the tower, allows trucks to descend to the service entrance where a giant elevator lowers them to an underground area for heavy deliveries. A covered parking shelter has been provided for employees' bicycles and motor scooters.

Problems similar to the movement of people and services were met by the system of mail distribution. Average postal volume per day comprises 11,000 letters and postcards, 900 periodicals and circulars, 1900 large parcels, 100 briefcases and bags, 300 telegrams and teleprinter messages.

Officials decided not to use messengers because they would have created an appreciable increase in already crowded elevator traffic. The architects discarded pneumatic tubes as impractical. A Simplex system, operated by a "mechanical brain," consists of three dumbwaiter-type elevators which move

Executive offices, although larger, retain the same styling and feeling as other areas of the Pirelli building. The classic simplicity of the exterior is thus retained throughout.



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The three stations of the tower's unusual dumbwaiter-type mail system can be seen at left center of the rear wall. Gravity chutes beneath are for outgoing mail.

at more than 5 ft. per second to deliver mail from floor to floor. Large gravity chutes drop outgoing mail to the mailroom. There are three stations to a floor, with elevators automatically operated as calls come from each location. The system was installed by the Schlifren Co. of Milan after an intensive study of Pirelli needs.

A telephone system coordinates almost the whole Pirelli network of plants, offices and warehouses in Milan through a switchboard with 2600 lines and provision for doubling this number. Operated by the Pentaconta crossbar method, it was installed to fit Pirelli needs by Face Standard Co., Milan. The switchboard has a capacity of 131 connections to urban and long distance lines, 125 connections for private lines between units of the Pirelli Group, eight service tables for operators, and allows 220 simultaneous con-

(Continued on page 207)

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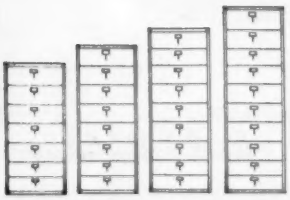

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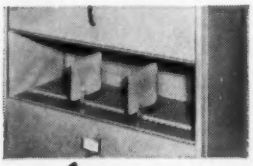

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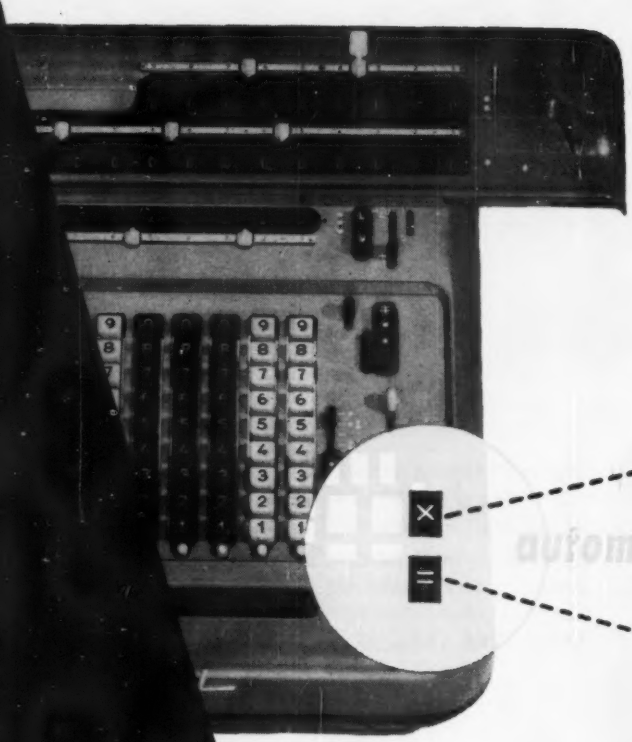

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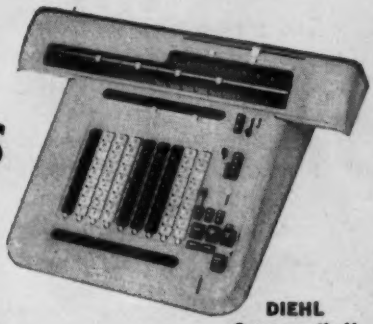

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Duplicators Pace Maintenance Work at Huge Oil Refinery

W. J. BOOTH, Superintendent of Maintenance Planning & Scheduling, Gulf Oil Corp., Port Arthur, Texas

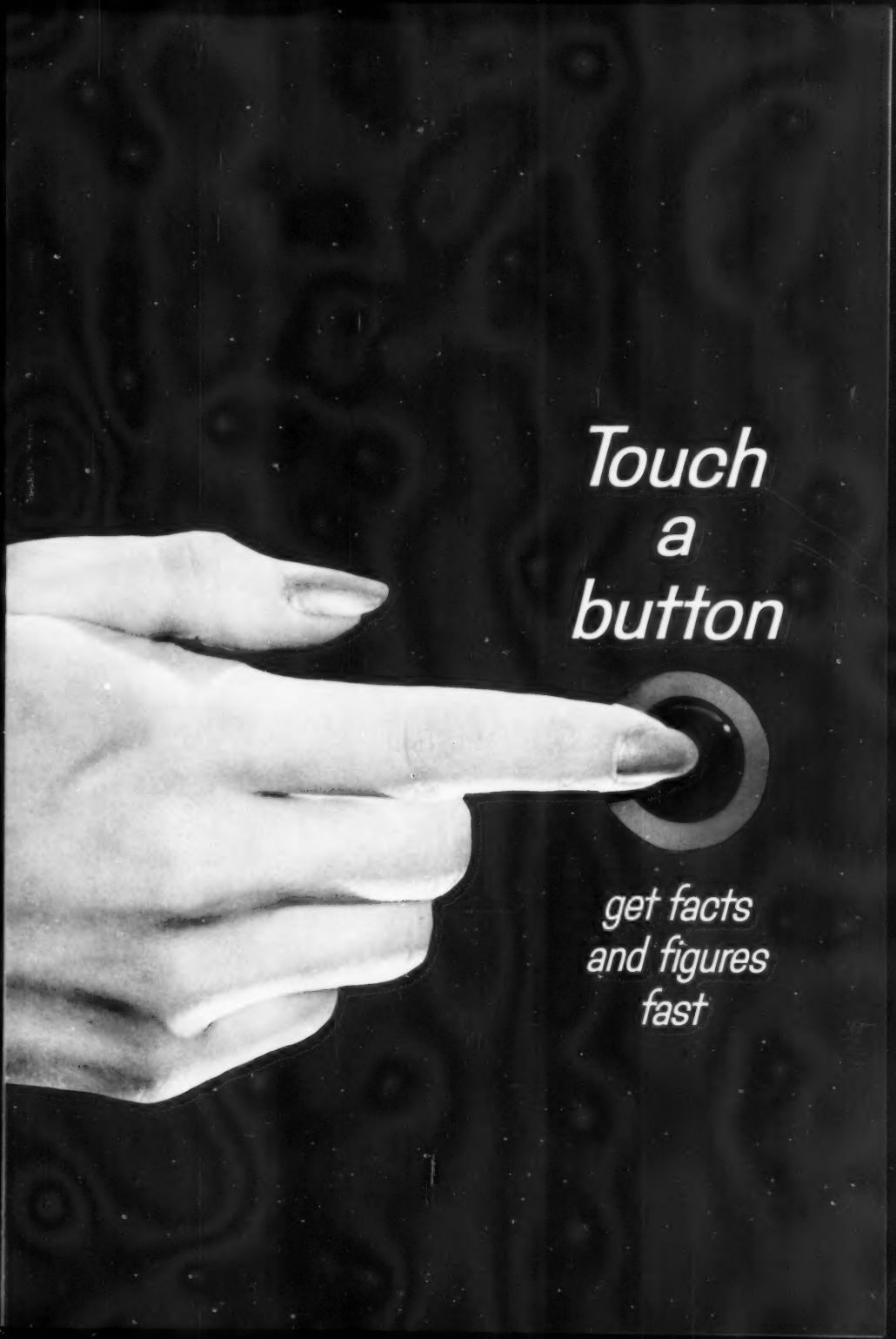
THE 63 PROCESSING units at this 4,000-acre refinery, operating 24 hours a day, seven days a week, produce more than 600 different products from crude oil. Among these are gasoline, grease, wax, kerosene, heating oil and petrochemicals. The units range in size from a few stories high, covering less than an acre, to several hundred feet high, covering nearly two city blocks. The latter equipment, two fluid catalytic cracking units, produces more than two million gallons of gasoline daily.

On a scheduled basis, each of the units is removed from its normal operation and shut down for a complete overhaul. Frequency of shutdown varies from every 12 months for some units to every 24 months for others. A fast, smooth flow of paperwork is needed to initiate, coordinate and control the thousands of different jobs connected with maintenance and shutdowns. Hundreds of orders are involved. Work requests must be prepared, parts ordered, schedules set, em-

(Continued on page 126)

Field offices in trailers move to each maintenance operation to provide an up-to-the-minute flow of paperwork.

For More Information Circle No. 190→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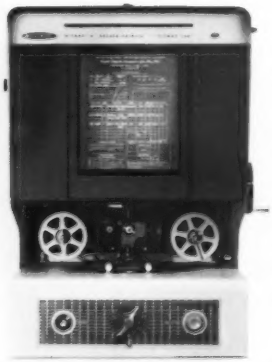

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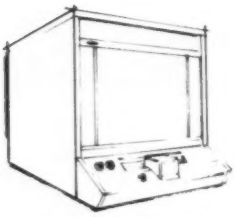
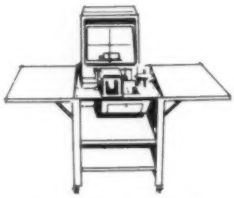


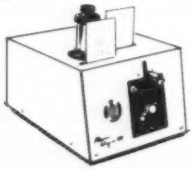
THERMO-FAX "Filmac 200" Reader-Printer

FILMSORT "Inspector 50" Reader



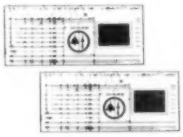
FILMSORT Semiautomatic Optical Mounter

THERMO-FAX "Filmac 100" Reader-Printer



FILMSORT "Uniprinter" Copier

FILMSORT Hand Mounter



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AUTOMATIC SYSTEMS

This bookkeeper at Frank Music Corp., New York, writes invoices on a National Cash Register accounting machine and the data she enters is automatically transferred by a coupler to the card punch (rear). Completed invoice verifies the punched cards. Twice a year, the cards are processed to determine royalty payments. (See story on next page.)

Current trends in office automation including data processing.

Harmonious Automation Helps The Business of Syncopation

AT TWO MUSIC publishers in New York, one bookkeeper can make two machines hum at the same time, with practical results. The two publishers, Hill & Range Songs, Inc., and Frank Music Corp., have linked a card punch to a typewriter-bookkeeping machine. When a bookkeeper handles conventional customer billing, an intercoupler feeds pertinent information to the card punch which serves as a slave unit to create punched cards automatically. The cards are used to compute royalty payments.

Royalties originate from sheet music sales, income from record companies, and from performances and foreign sources. The latter may in turn include foreign sales of sheet music and publications, foreign record income and foreign performances. Royalties are computed and paid semiannually. Authors and artists expect payment regularly and on time, and the good will and solvency of a publishing house depends on the payments being exact. One system and then another have been used, depending on the preference of the publisher or his office manager.

At Hill & Range, for example, sheet music bills were prepared on a typewriter directly from customers' orders. A copy of each sales invoice was then sent to a data processing service center where punched cards were created for analysis of sales and computation of royalties. This sounds simple, jobbing out bookkeeping, but in practice the system had several disadvantages:

1. Hill & Range needed several extra people to help with royalty reports twice a year.

2. There was a delay in completion of royalty reports and statements.

3. There was no proof that the amounts on invoices had been correctly posted to statements and ledgers.

4. Copies of invoices were not available for reference for two weeks while at the service center.

5. An excessive amount of time was required for the office staff to type statements and invoices.

Frank Music Corp. had a similar basic problem, of course, but pursued it differently. After orders for sheet music had been filled in the shipping room, billings were prepared on a typewriter from customers' orders. Later a clerk figured royalties manually. The disadvantages of this system for Frank Music were:

1. Preparation of royalty reports and statements was slow and expensive.

2. There was no proof that amounts of invoices had been correctly posted to statements and ledgers.

3. Excessive time was required for the staff to type statements and invoices.

With the new equipment, cards for

The same system is used by Hill & Range Songs, Inc., New York, to simultaneously produce hard copy and punched cards for analysis.

royalty computations are punched automatically while the regular bookkeeping is being done on the accounting machine. The punched royalty cards are accumulated until it is time to prepare royalty reports. Royalty computations are prepared at the data processing center, where a master punched card is kept for each song number. Each master card, which shows what percentage is to be paid to each author, is collated with that author's income cards. The amount of royalty payable is computed and printed and royalty checks are prepared from the tabulated reports.

According to Kathy Walker, assistant treasurer, the system saves Hill & Range the cost of the manual card punching formerly performed outside. Creating all related records simultaneously also saves the full time of one person in the office.

Cyd Cheiman, office manager of Frank Music Corp., says, "Introduction of the new system was made to give the best possible service to our writers, to relieve our staff of detail work, and give our management the strongest possible audit control over our accounting records. We worked closely with Martin Wolman, our certified public accountant, who helped us analyze the system. Mr. Wolman observed that since we were eliminating some clerical procedures and combining others, and doing it with a mechanized method by which one operator could handle two machines simultaneously, the result would almost certainly be profitable."

Centralize Data Processing For Multiple Use of Input

C. I. KEELAN, Director of Office Methods,
Johns-Manville Corp., New York

AMONG THE MANY cogent reasons advanced for centralizing data processing, we always find this one: certain basic inputs to the information system are used more than once in producing the system's output; centralizing permits us to use any one of these inputs several times without having to convert them to machine language more than once.

This seems reasonable. Nevertheless I decided to test it. I drew up the following table, using the typical manufacturing enterprise as an illustration.

Basic Input Data for Information System of Typical Manufacturer

1. Items ordered by customers—quantity and dollar value.
2. Customers—where located and in what business.
3. Optimum quantities—finished goods inventories.
4. Capacity of production facilities.
5. Items produced—quantity, dollar value and standard cost.
6. Items shipped—quantity and dollar value.
7. Optimum order and inventory quantities—purchases.
8. Materials, supplies and services—quantity bought and used, dollar value and purpose.
9. Human effort—quantity, dollar value and purpose.
10. Planned (budgeted) expense.
11. Income.

Basic Output of Information System of Typical Manufacturer

A. Production schedules.
B. Cost of products—actual vs. standard.
C. Other costs, by purpose—actual vs. planned.
D. Inventories—actual vs. optimums.
E. Sales analysis by customer, type of customer and geographical entity (used, among other things, for sales forecasts which are used in determining optimum inventories).
F. Earnings.

How Inputs Are Used in Various Combinations to Produce Output

OUTPUT	INPUT
A	1, 3, 4, 5, 6, 7, 8
B	5, 8, 9
C	7, 8, 9, 10
D	3, 5, 6, 7, 8
E	1, 2, 6
F	5, 6, 8, 9, 11

You will note that I have classified input and output in rather broad categories. I believe this is essential if we are to avoid losing sight of the "big picture." The table discloses that these inputs are used more than once:

INPUT	NO. OF TIMES USED
1	2
3	2
5	4
6	4
7	3
8	5
9	3

Capturing input data in a language that can be understood by machines is an expensive operation. If we centralize, we reduce to a minimum the number of times we have to capture input data.

Likewise, if we process data by essentially manual methods, by centralizing our clerical operations we reduce the number of times input data is recorded. This saves money and avoids a task (manual recording of data) that is especially subject to error.

It is important for anyone engaged in studying the desirability of centralized data processing to prepare a table similar to the above. It might then be desirable to prepare another table in greater detail. This should aid straight thinking during analysis of the questions. If the analysis indicates the desirability of centralizing, the table should prove an excellent tool for demonstrating the validity of the recommendation to centralize.

Hey, What's Coming Off Here?

A cost accountant (male) was comparing a list of cash amounts with the supervisor (female) of a certain department. Evidently they were having difficulty checking the figures. After some discussion, they decided that each would produce an adding machine tape of their separate amounts, then compare the tapes. This was done and, as the rechecking was about to begin, the supervisor said to the accountant, "Now, you take off what you have and I'll take off what I have. Then we will see what happens." The ensuing uproar from the rest of the office made work impossible for the next half-hour.—*L.M.F., Montpelier, Vt.*

For each previously unpublished anecdote accepted, THE OFFICE pays $25. Address: Anecdote Editor, THE OFFICE, 232 Madison Ave., New York 16, N. Y.

For Facsimile Communications

A TRANSISTORIZED facsimile communications system for rapid transmission of graphic data is offered by Industrial Products Div., Fairchild Camera & Instrument Corp., Yonkers, N. Y. The Fairchild Scan-A-Fax consists of a flatbed scanner-transmitter and a recorder, both completely transistorized with printed circuitry throughout, even down to the frequency standard and motor drive amplifier. Since little or no heat is generated, 24-hour day-in and day-out operation without electronic malfunctioning is practical.

The Scan-A-Fax scanner-transmitter accepts all types of copy, handwritten or printed, as well as charts and photographs, for transmission in any width up to 8½" and almost unlimited length. Transmission speed is 1.8 linear inches per minute, but twice this speed can be obtained by using microwave or telephone program channels.

Fairchild Scan-A-Fax scanner-transmitter.

Fairchild Scan-A-Fax recorder.

A Rapid Index allows the operator to selectively scan any portion of a letter, chart, log or graph, skipping unnecessary data. American Airlines, which has had the system on a test basis in their cargo handling department, says that this feature increased their copy handling capacity over 40%.

The Scan-A-Fax recorder provides a high degree of resolution. It will easily resolve typewriter faces, fine grid and map lines and will record up to nine tones of a photographic gray scale. It records 15.3 sq. inches per minute over long distance telephone lines and 30.6

Standard DUPLICENTER
with electronic automation

THE COMPLETE DUPLICATING WORK CENTER

ACCESSIBILITY IS THE KEYNOTE

As the operator sits at the DUPLICENTER, every necessary movement takes place within easy reach. Controls are simplicity itself. Pedals leave hands free to pick up forms. The DUPLICENTER performs its functions smoothly, almost soundlessly with a minimum of human effort. Here is a duplicator that delivers completed copies directly in front of the operator at normal eye level. She can clearly see the finished work . . . may quickly and easily remove the copies without rising from her chair or changing her comfortable position. A time study would rate the DUPLICENTER efficiency plus.

ELECTRONIC FEED IS THE FEATURE

Electronic Feed by Standard is the latest and finest improvement in the field of systems duplicating. In office paper work procedures there are many cases where hand feeding is preferred but speed is essential. With Electronic Feed, forms advanced casually or quickly, will instantly activate the duplicator, providing perfect copies in precise registration. Electronic Feed actually corrects any minor errors in aligning the paper . . . lets the operator set her own speed or cadence. With equal dispatch, it handles forms of varying sizes and weights from small coupons and punched cards to large 13 x 14 inch sheets.

- Magnetic Block-out Slot provides quick, easy method to cover any portion of master not to be reproduced on certain copies.
- Machine stops automatically, electronically, at the end of a run or if, for any reason, an operator error in feeding occurs.
- An outstanding convenience feature . . . automatic and plentiful fluid supply pumped from the original gallon fluid container.

Colorful brochure free on request.

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STANDARD DUPLICATING MACHINES CORPORATION

For More Information Circle No. 293

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This is a very special kind of adding machine. Of course, it adds, subtracts, and prints. But it also serves a more important purpose! It automatically and simultaneously converts figures into a punched paper tape. This tape, when "fed" into high speed electronic equipment, quickly produces reliable, up-to-date management reports.

All the way with National —from original entry to final report!

Yes, National provides complete data processing services for any size business. It is now possible and practical for you to eliminate many costly manual bookkeeping functions. And you get more vital information, in less time! The advantages of electronic data processing, including National Data Processing Centers, are available to you—without investing in expensive equipment and highly skilled personnel.

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*National**

ADDING MACHINES
CASH REGISTERS • ACCOUNTING MACHINES
ELECTRONIC DATA PROCESSING
NCR PAPER (NO CARBON REQUIRED)

1039 OFFICES IN 121 COUNTRIES • 77 YEARS OF HELPING BUSINESS SAVE MONEY

For More Information Circle No. 220

sq. inches per minute over microwave channels. The higher speed is also attainable over short distance telephone lines.

Upon completion of transmission, a signal is flashed to the recorder which automatically runs the transmitted copy up to the display easel where it can be removed immediately. This eliminates waiting for copy to finish coming out of the unit at recording speed. Later, when new copy is inserted into the scanner-transmitter, the recorder goes into recording condition automatically advancing the paper to recording position.

Both units are similar in size to a table tv set. The scanner-transmitter is 17½″ wide, 16″ deep, 17½″ high and weighs 96 lbs. Recorder is 18″ wide, 19″ deep, 20″ high and weighs 126 lbs. including frequency standard.

The Scan-A-Fax will be sold direct by Fairchild and also leased with preventive maintenance and periodic updating of equipment. Nationwide service for the equipment will be available. **For More Information Circle No. 104.**

File Recording Camera

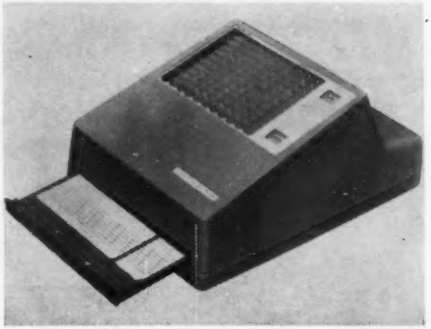
A HIGH RESOLUTION recording camera as part of its FileSearch system for automatic information storage and retrieval was announced by FMA, Inc., El Segundo, Calif. The camera simultaneously puts a code field and document image on frames of microfilm for use in the FileSearch retrieval unit. The code field is put on the film from edge punched card input. The recording camera provides resolution far above federal government specifications for microfilming.

It is also believed to be the first planetary microfilming camera to employ stroboscopic lighting, FMA said. Its speed of operation compares with that of existing planetary microfilm cameras. The recording camera, filming table and strob lighting fixtures are integrated into a unit that stands some 78″ high, 38″ wide and 30″ deep. It is designed as a companion unit to the FMA FileSearch retrieval console which searches microfilm reels at 6400 document pages per minute and provides either visual, hard copy or film output. **For More Information Circle No. 106.**

The FileSearch recording camera.

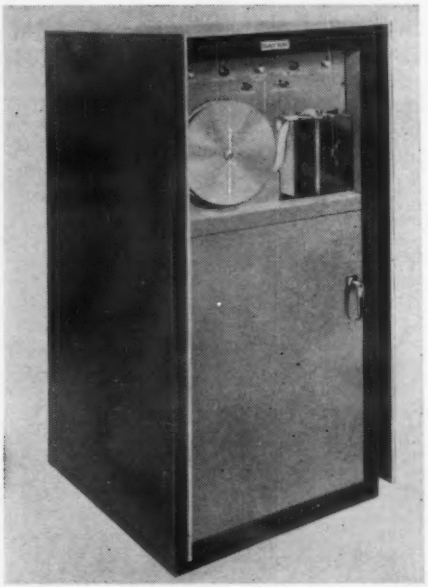
Data Acquisition System

THE DL-210 DATA acquisition system of Datex Corp., Monrovia, Calif., records data from many remote locations at a central computing facility. The system will rapidly and accurately collect data dealing with direct labor distribution, attendance, status of production, quality control and similar management information for reports and summaries on which management can evaluate performance, reduce time lag, cut labor costs, schedule operations and control inventory.



Input station accepts fixed data on prepunched cards and badges, and variable external data for transmission to recorder.

Up to 50 remote stations can be connected to one central recorder. The stations accept prepunched cards, identification cards or badges, and variable, fixed and external data which are transmitted to the central station and are recorded on punched tape or punched cards. Time and date are automatically recorded with each message.



Datex recording station can receive data from up to 50 remote input stations and record it on punched cards or tape.

Input stations, prior to data transmission, verify that all card punched data has been read and that variable data is present. Transmitted data is checked for transmission errors at the recording station. During recording, each character undergoes a parity check and each message is checked for character content. Detection of an error during recording causes an error code to be punched in the tape. An input station costs $1250 and the recording station is $5500 to $6500 depending on options. **For More Information Circle No. 105.**

Secretaries you know

The "I-wasn't-born-yesterday" type

Capable, good-natured, nobody's "yes" girl, she's a joy in every office. That's why her opinions are respected. Naturally, she commands a very respectable salary.

This girl is an enthusiastic STENOSTIK user. When salesmen try to sell her "just-as-good" ball pens, she asks: "Is it feather-light and beautifully balanced like STENOSTIK? Does it start fast, flow smoothly without skips or clots? Does it have a long-tapered grip to comfort tired fingers? Can you match STENOSTIK's quality for 39¢, 3 for $1?"

She wasn't born yesterday. That's why she is loyal to STENOSTIK with its full-length cartridge ink supply in blue, black, red or green. Join the STENOSTIK Club of Superior Secretaries today.

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For More Information Circle No. 225

TOP QUALITY WHITEPRINT COPIES at a saving with . . .

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TRANSLUCENT PARCHMENT #44-45
The new Whiteprint Copy Master

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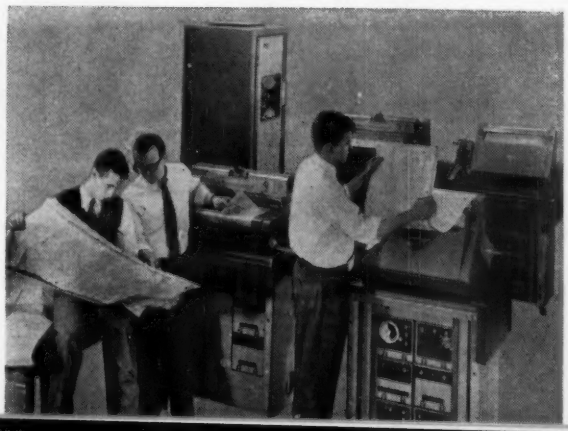
Are you now using an Ozalid, Bruning, Peck & Harvey, Revolute, Pease or any other diazo type whiteprint machine? Send for free samples of new Intermediate Weight Patapar Translucent Parchment 44-45 Whiteprint Copy Master.

Facsimile Transmission at All Speeds

FACSIMILE SCANNERS and recorders capable of sending and reproducing graphic messages over broad channel communication links such as microwave and Telpak, were announced by Alden Electronic & Impulse Recording Equipment Co., Westboro, Mass. Combined with presently available tape storage and conversion equipment, this equipment makes possible facsimile communication systems with reduced message costs. Using a 19″ wide recording head, the transmission time for two business letters or equivalent area would be a minute. The Alden continuous flat copy scanner eliminates copy size restrictions by handling any width of copy in continuous lengths.

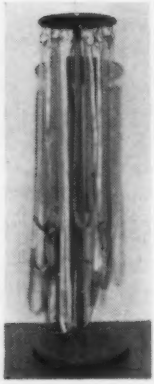
The equipment is the forerunner of a line of intermediate and high speed scanners and recorders which Alden plans to produce to complement its present models. As many as nine different speeds could be attained by substitution of standard modular components. Units use Alfax electrosensitive recording paper, standard on present slower circuits. Messages may be translated from one speed to another, using a standard Ampex magnetic tape storage device to record, hold and send facsimile signals.

"The key to low cost in facsimile is maximum utilization of transmission lines and equipment," John M. Alden said. "The ability to send a variety of messages in any size or shape without reorganization from their original form, at any speed compatible with available channel bandwidths, and to translate from one speed or channel to another, is essential for maximum utilization." Visualized is a broad channel, high speed core network operating between major centers, with slower speed trunks, including some present network users, operating from the tape translators. A national network with the capacity of the new 960 rpm recorder could handle all traffic of three present facsimile Weather Bureau map networks plus additional useful information for meteorological and air traffic centers. "For business," he said, "the new channels and equipment allow exactly matching message load requirements to transmission link capacity at any level for maximum utilization and lowest cost." For example, a 6c message cost has been estimated by telephone company engineers for a national Alden "Next Hour" facsimile mail delivery system. **For More Information Circle No. 102.**



Translation from one speed to another is illustrated by Alden high speed facsimile system in foreground. Information storage equipment appears in center, and normal speed system is at rear. This allows full utilization of transmission lines.

Tape Storage and Feed Racks



LOOP STORAGE and Feed Racks to hold any number of tapes on 16 hangers, and rotate on a turntable so any desired loop can be brought into position with the touch of a finger, were announced by Dresser Products, Inc., Providence, R. I. The entire rack with tapes can be rolled to and from storage. Short tapes are removed for processing and long loops fed through conventional readers without removing them from the rack. This protects tapes from hazards of conventional feeding and handling.

If loops are over 15 ft. they may be removed from the rack and supported by an outrigger attachment that provides triple support and safety for long loops. The outrigger can be attached to the rack in seconds to safely handle tape loops up to 50 ft. long. Entire rack stands 50″ high, is 15″ in diameter, mounted on ball casters. It is ruggedly built of wood and steel with chromeplated fittings. For greater security for tape loops, a cabinet which fits around the rack may be closed and locked when tapes are not in use. **For More Information Circle No. 103.**

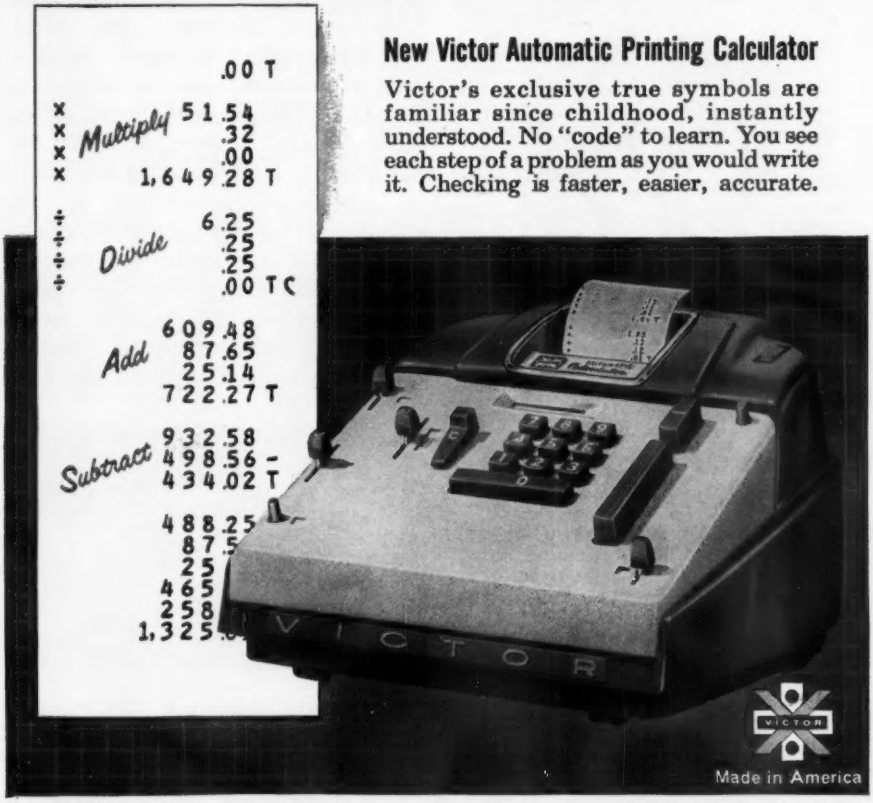
Credit Card Embossing Punch

DATABOSSERS which simultaneously emboss and code punch plastic plates are being delivered to Dashew Service Bureaus in New York, Los Angeles, Chicago and Toronto by Dashew Business Machines, Inc., Los Angeles. The first commercial installation was started at the D. H. Holmes Department Store, New Orleans, where credit cards are embossed and code punched directly from punched cards. Plates created by the machine are used for credit card plans, medical care programs, production controls of various kinds, and other ways where source data is imprinted, or recorded into data collection systems.

The Databosser will emboss and code-punch up to 3600 plastic or metal plates an hour directly from tabulating cards, punched or magnetic tape. The machine will punch binary or decimal codes. Input can be Hollerith code or any binary code configuration which activates the machine to emboss alphanumeric information at the same time it code punches the plates. Databossers may be leased, purchased or used at service bureaus. **For More Information Circle No. 109.**

A Dashew electronic Databosser.

Easiest calculator tape in the world to read



New Victor Automatic Printing Calculator

Victor's exclusive true symbols are familiar since childhood, instantly understood. No "code" to learn. You see each step of a problem as you would write it. Checking is faster, easier, accurate.

Easy to use as an adding machine

No special training needed! With just one simple keyboard, Victor's Magic Motor Bar and Simpla-Key handle all transactions. Automatic Constant. Total Transfer. Credit Balance.

VICTOR
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Victor Adding Machine Co., Chicago 18, Illinois
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Yellow Pages

Victor Adding Machine Co., Dept. 0-7
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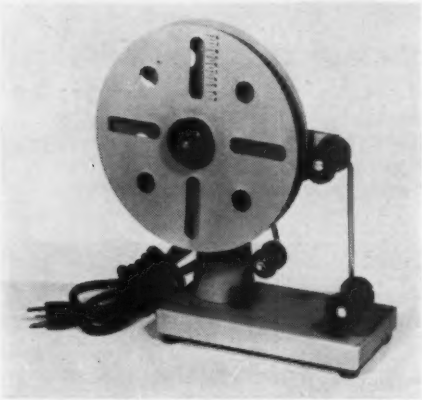
Please send four-color brochure on your new Victor Automatic Printing Calculator.

Name_____
Firm_____
Address_____
City_____ Zone____ State_____

For More Information Circle No. 249

Tape Winders



RIGHT SIDE tape winders with 6", 8" or 12" diameter reels that will hold approximately 90 ft. of tape per inch of diameter are available from Whiteford Laboratory, Lynn, Mass. The Whiteford Winder has no clutches, belts, interference signal, oscillating arm or interval switches and requires little power. It adjusts automatically to output speeds and tensions. Operation can be continuous, intermittent or unattended for long periods of time. The unattended feature makes it applicable to after-hours transmission or reception of accumulated data, invoices, inventories, order traffic and similar material. **For More Information Circle No. 108.**

Computers on Tour

Royal McBee Corp. officials with the first of four mobile, 50-ft. Computeramas which are on a 100,000 mile-a-year tour of American cities: Fortune Peter Ryan (right), president of Royal McBee, Allan A. Ryan (center), chairman of the board, and Carl P. Ray, vice president of marketing. The Computeramas will demonstrate electronic computing and data processing equipment to businesses, research and scientific organizations, government agencies and universities.

Each Computerama van houses a Royal Precision RPC-4000 and an LGP-30 computer. Up to 12 executives at a time can comfortably watch the equipment in action.

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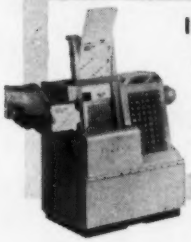
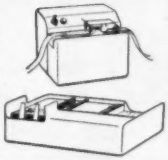
Self-copying embossed and/or code punched metal and plastic plates keep track of people and things.

Electronic and manual embossing equipment for every volume level.

Electronic and manual embossed plate imprinting equipment... lowest cost addressing systems.



Introducing The New Printapunch ... A Source-Punch Imprinter.
Can be used for practically any application, in any industry, to create at the source an imprinted and code-punched business form ready for data processing.



New Readers for Input Applications
Low cost installations—punched card — edge-punched or tape readers.

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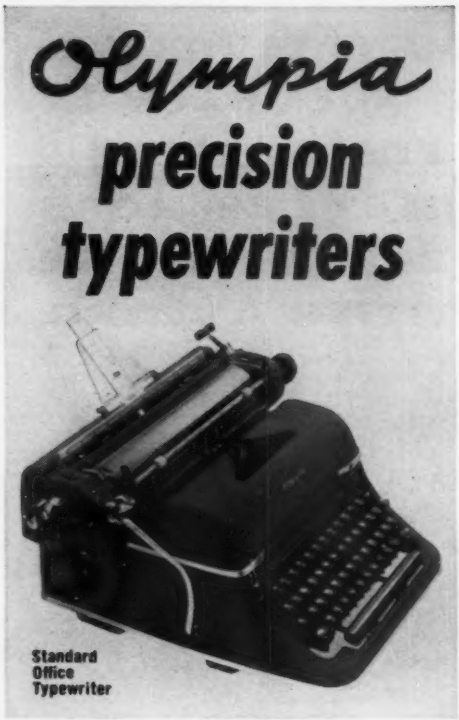
3605 Lenawee Ave., Los Angeles 16, Calif. • Cable Address: Dashews

For More Information Circle No. 321

Olympia precision typewriters


Standard Office Typewriter

...write best of all ... because they're built best of all

Lightweight Portable

Meet the Olympia Family of Precision Typewriters—preferred the world over for their quality, value and ease of operation. There's one designed for every typing need – whether for office, home, school or travel use. Each features the finest in typing aids—from convenient half-spacing to exclusive spring-cushioned key-tops. Precision-built to the highest standards in Europe's largest, most modern typewriter factory. See—test—compare an Olympia before you decide on any other typewriter. You will find Olympia a solid investment in efficiency.

Find Your Nearest Authorized Olympia Dealer in the **Yellow Pages**

DeLuxe Portable

OLYMPIA DIVISION, Inter-Continental Trading Corporation, 90 West Street, New York 6, New York

For More Information Circle No. 273

Right or WRONG in Employee Relations

A ROUND - UP of day - to - day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

When May Office Workers Replace Factory Workers?

What Happened:

When management installed some automatic data processing equipment, several timekeepers were laid off. The union protested the company's action and quickly took the case to arbitration. It argued:

1. Timekeepers are members of the union.

2. The machine is taking work away from union members. The processing is now being done in the accounting department. Therefore white-collar office employees are replacing members of the union. This is a violation.

3. Timecard records were always kept by timekeepers. It is not a job that has traditionally been done by accountants and machines. The timekeepers should be rehired and their jobs restored.

The company answered:

1. The company has a right to introduce new methods and processes to become more efficient.

2. The machines are not doing the same work as the timekeepers. It's a new job.

3. Timekeepers couldn't do what the accountants now do in processing data.

4. We cannot stand still. We must automate to meet competition.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR I. ROBERT FEINBERG RULED: "It is well settled that the company may not transfer work from employees within the bargaining unit to employees outside the bargaining unit, except possibly under unusual circumstances. The difficulty with the union's case here is that the

actual work done by the timekeepers is no longer performed by anyone. It is totally different work which the timekeepers have not performed and are not able to perform. The agreement does not bar mechanization of work. Other arbitrators have upheld an employer's right to mechanize work procedures by utilizing automatic data processing equipment — even though such mechanization has resulted in elimination of work previously performed manually. The grievance is denied."

Is Unladylike Language Cause for Dismissal?

What Happened:

Mary Jones filed the following grievance: "I was discharged by the company for alleged insubordination. I do not believe that I was insubordinate. I believe the most severe penalty I should receive would be a warning notice for my conduct. During a heated conversation, many of us say things we do not mean. This is exactly what happened to me."

This is what occurred. Her supervisor had warned Mary about her faulty work. They argued about it and, in a loud voice, Mary said to one of the employees: "That ——— supervisor will do anything to get me in trouble." Mary was fired. At arbitration the company argued:

1. How are we going to maintain discipline if we let employees abuse our supervisors?

2. We can discharge a worker without warning for using obscene language.

3. Mary's obscenity was bad for morale. We can't have such talk around the premises—especially from women.

Mary took up her defense:

1. I'm sorry for what I did. I was excited and nervous.

2. My language wasn't that bad. It's used around the place all the time.

3. Penalize me—but don't fire me.

4. This supervisor has fired more people than any other supervisor. I'm a good worker and have never been in trouble before.

Was Mary:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR ROBERT S. THOMPSON RULED: "Was the grievant's language obscene? Many students of linguistics would prefer to describe the language as 'vulgar, not in polite use,' rather than obscene. On the basis of testimony by two witnesses—one a supervisor and the other a woman employee—the arbitrator has come to the conclusion that Mary's remarks would be considered 'obscene' according to the standards of the com-

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If you enjoy a flair for modern styling, the H-O-N Million Line offers modular versatility at moderate cost. Efficient, good-looking work centers can be constructed in dozens of arrangements. Wide color choice.

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Today's good conventional steel desk value is the H-O-N Convaire. Honeycomb core tops are light and strong. Good range of executive and secretarial models, plus matching tables. Available with typing extension, as shown.

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H·O·N OFFICE EQUIPMENT

THE H-O-N CO., MUSCATINE, IOWA

For More Information Circle No. 264

munity, and by at least some of the employees who heard them. The grievant showed disrespect for her superior by scornfully ignoring his proper exercise of his supervisory function, in the presence of other employees, by loud talk and use of language regarded as obscene by many locally. She also flaunted the authority of the supervisor. The company has not exceeded its right. The discharge of the employee is upheld."

Can an Employee Be Fired for Indifference?

What Happened:

Ed Wambly was a problem to his supervisor. Often Ed was found roaming around. One afternoon the boss came upon Ed standing in the middle of the floor, drawing a large street map. When he saw the boss, Ed explained he was helping an employee find a short-cut home. Two days later Ed left a batch of rush work unfinished at quitting time. Instead of seeking out the supervisor to ask whether to work overtime and finish the job, Ed went home. The supervisor had to finish the work.

Fed up with Ed's indifference, management decided to let him go for not "taking care of his job." Ed filed a grievance and said:

1. I have no authority to work overtime. The supervisor wasn't around so I left.

2. Even if I used poor judgment, I shouldn't be discharged for it.

3. The company says my attitude was "indifferent" and that I did a lot of other wrong things. I was only spoken to once in four years about my work.

The company stated its position.

1. Ed was fired for an accumulation of things. He wandered around and idled away time in unnecessary talk to other employees, especially female employees.

2. When a worker hasn't finished his job at the end of the day it is his responsibility to tell his supervisor.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR MILTON H. SCHMIDT RULED: "Wambly's conduct on the day preceding his discharge was not of such serious consequence to warrant discharge. Past acts of alleged misconduct for which the employee was given no penalty cannot be accumulated and held over his head, to be later used as grounds for discharge. It is my opinion that the employee was remiss and deserves some discipline. Because the company had not seen fit to impose any penalty prior to the ultimate penalty of discharge, I decide that a 30-day layoff without pay is sufficient."

the dryest liquid since the dry martini!

Take a dash of compactness, lace with new improvements, mix in a jigger of economy and, as a crowning touch add the photocopy liquid you never see! Presto!

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Developer cartridge loading • No mixing, no pouring • You never see the liquid • Triple life to photocopy developer • Plug-in convenience • The finest photographic prints ever • Uniform copies every time

LOADS LIKE A GUN!

All you do is place the sealed developer cartridge in the PHOTORAPID ELECTRAMATIC, turn it on, and start photocopying. Turn it off and the developer automatically flows back into the cartridge. No mess, no fuss, no chemicals left out to slosh around and lose potency.

VERSATILE BEYOND COMPARISON

The PHOTORAPID ELECTRAMATIC skips nothing—copies everything... ...permanently!

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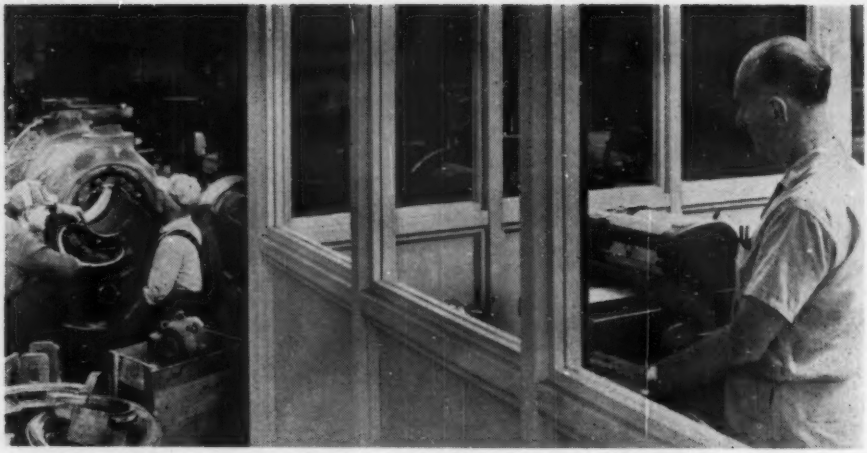
PHONE _____ Dept. C-7

For More Information Circle No. 257



Duplicator in machine shop at Gulf Oil refinery facilitates flow of maintenance work order requests.

Refinery Maintenance

(Continued from page 98)

ployees assigned and records maintained.

To accomplish these tasks, 13 strategically located A. B. Dick fluid duplicators and four Azograph duplicating master forms are used. One duplicator is located in each of five field offices, another five are in craft shops, one is in maintenance headquarters, another in the shutdown operations office, and one is in a mobile office located in a trailer which is moved to each major maintenance operation.

The author checks some of the work orders required to shut down one of the 63 refinery processing units for scheduled preventive maintenance.

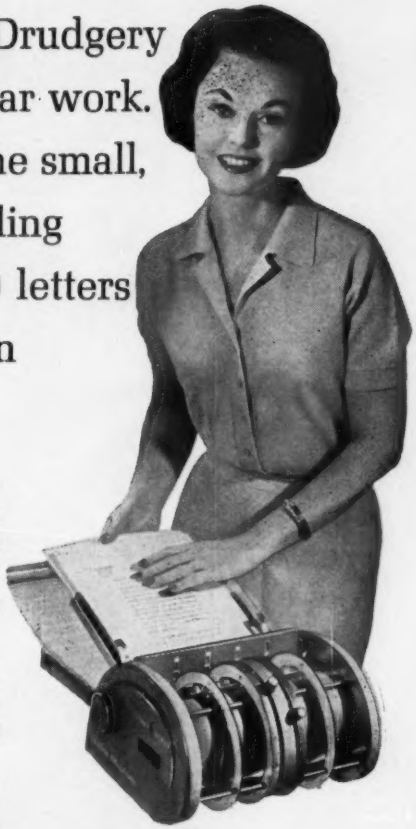
Prior to the installation of these duplicating systems, most work-order activities were handled by telephone and by use of a seven-part form. This sometimes resulted in inaccuracies or incomplete information. It also meant either a shortage or an excess of copies, depending on the scope of the job and number of groups involved.

Also, new construction requests were issued by a department separate from the maintenance department. Now, new construction orders are issued by the maintenance department with a resultant improved control of all facility maintenance. Movement of personnel also is handled efficiently with an orderly flow of paper that enables fore-

(Continued on page 196)

Ever figure how much

it costs to fold by hand? Drudgery job that interrupts regular work. Can be done better on the small, low cost Model FH Folding Machine. Folds up to 80 letters a minute. Costs less than a standard typewriter.



The FH makes eight basic folds, even folds stapled sheets. Easy to use, set in seconds by merely moving two knobs to fold sizes wanted. Handles all standard papers, in sizes from 3 by 3 to 8½ by 14 inches.

Handy for daily correspondence. Light, portable, one FH can save time and work for people in several departments.

Get a demonstration of the FH. Call any Pitney-Bowes office. No obligation. Or send coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*

Pitney-Bowes
FOLDERS & INSERTERS

Made by originator of the postage meter . . . 149 offices in U. S. and Canada

PITNEY-BOWES, INC.
3416 Walnut Street, Stamford, Conn.

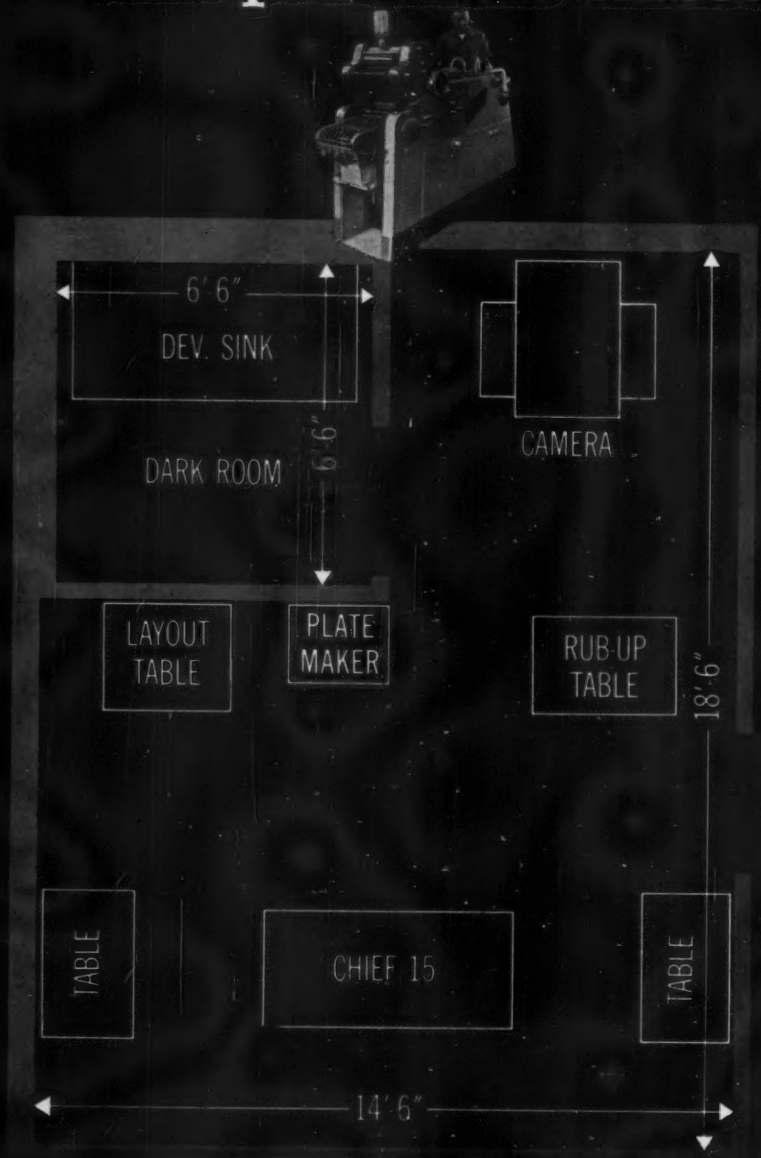
Send free ☐ booklet on PB Folding and Inserting Machines ☐ postal rate chart.

*Name*_____

*Address*_____

For More Information Circle No. 259

This profitable offset



department can be YOURS for less than a dollar an hour!

For less than a dollar per *working hour*, you can purchase a complete ATF offset department, including: press, camera, darkroom sink, negative layout table, platemaker, and utility table. If you have some seldom-used equipment to trade in, chances are you will need little or no down payment.

Or you can lease the complete "package"—or any part of it—without trading in any equipment or making a down payment.

Either way, you get brand new equipment—and only what you need—on the easiest terms. You can pay as you go and make a profit as well.

Heart of this plan is the ATF Chief 15, the small press with the big press features...the press which has been chosen by over 1500 professional printers. You can see this press and the related "package" equipment in operation at your nearest ATF Branch Office; or your ATF Representative will supply full details, including a folder, "How to Set Up for Offset," which outlines various plans and choices of equipment. If you prefer, use the coupon below.

American Type Founders

ATF American Type Founders Dept. A
200 Elmora Avenue, Elizabeth, N. J.

I'm interested in your "Offset Package Plans" on a ☐ purchase ☐ lease basis.

NAME ..... TITLE

COMPANY .....

STREET AND NUMBER .....

CITY ..... ZONE ..... STATE .....

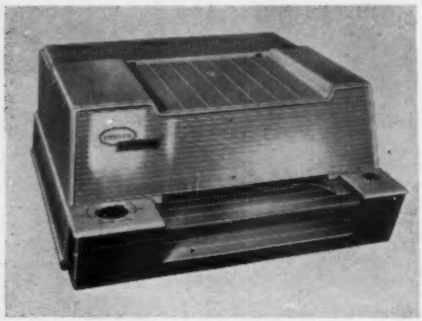
(If you have trade-in equipment, list descriptions, models, serial numbers)

For More Information Circle No. 258

New Products

COPYING MACHINE

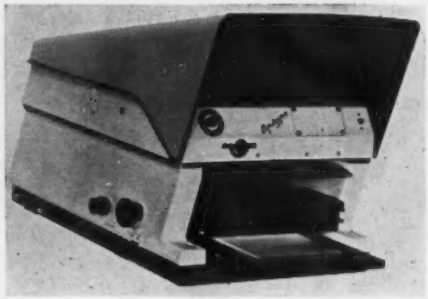
Photek, Inc., Box 1553, Providence 3, R. I., announces the Consecutor, a completely automatic copying machine for all office copying needs. It makes diffusion-transfer, permanent black-and-white copies up to 11" wide and 150 ft. long. Attractively housed in a beige, gold and black casing of molded high impact poly-



styrene, the machine is electrically controlled to turn itself on, make exposure, adjust to size of original to be copied, trim the positive copy, peel away the negative, deliver four copies per minute, flat and dry, and turn itself off. Minimum adjustments need be made by the operator with the one knob and the machine eliminates need for stocking various sizes of cut sheet negatives and positives. Price is $625. **For More Information Circle No. 127.**

TYPE COMPOSING MACHINE

Specialties, Inc., Skunks Misery Road, Syosset, L. I., N. Y., is now distributing in the U. S. A. the Optype, French-made composing machine with special suitability for in-plant offset duplicating, manufactured by Bariquand & Marre S. A., 79 Ave. Aristide Briand, Arcueil, (Seine), France. The small table top machine provides fast, automatic photographic composition from any original copy prepared on typewriters, Varityper or printers' type. Machine justifies, italicizes, condenses and reduces, justifying and reproducing simultaneously at five lines per second, delivering a film negative ready for platemaking. Simple turns of knobs on the machine replace retyping of copy. No special training is required to operate



the controls: one knob controls justification, another controls spacing. For italics, flip a lever. Type variations, such as condensing, reducing and enlarging, are also made by flipping levers. Errors are corrected by skipping lines or paragraphs and substituting correct material in unexposed area. Optype takes copy to 8¼" x 12"; maximum height of typewritten area, 10¾"; maximum length of line to be justified, 6½"; area of justification, ⅜". Maximum dimension of film is 7¼" x 9½"; height of exposed area, 8⅝", length of justified line (according to reduction ratio) is 6½". Automatic line-spacing is 100%, 80% and 64%; manual

linespacing up to ¾". Machine weighs 225 lbs.; is 35" long, 23" wide and 24" high. Standard equipment includes adjustable exposure meter with automatic resetting; reflex control with the shutter-release safety device; lighting device for use of transparent film or copy; lighting device for standard opaque copy; direct and indirect lighting control; electrochemical shutter with automatic resetting; optical device for switching from Roman to italics, and for changing height of type face; adjustable copyholder with horizontal cross-movement. For descriptive literature, **Circle No. 115.**

PAPER MARKING DRILL

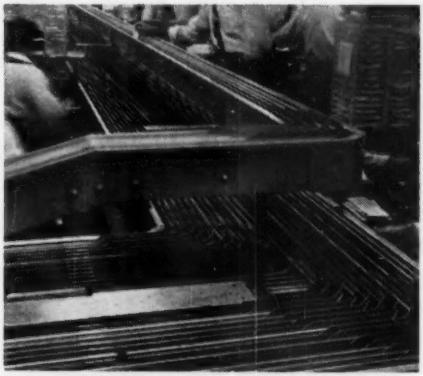
Lassco Products, Inc., 485 Hague St., Rochester 6, N. Y., cites the advantages of using Spinnit Paper Drills for cancelling or coding documents in office systems. Documents to be canceled may be accumulated and drilled in batches of 250 (1" thick) sheets per stroke. A drilled hole may indicate the action taken in place of hand stamping documents. Round holes are clearly visible, and batch drilling is fast and positive with little likelihood of oversights. Holes may be used in certain areas to indicate paid, shipped, billed, posted, etc., and in different locations for different actions. For instance, work orders may be drilled at lower right for shipped, lower left for billed and upper left for posted. **For More Information Circle No. 151.**

DESK

General Fireproofing Co., Youngstown 1, Ohio, announces the 1072F steel executive desk with 72" double pedestal and satin chrome finish legs and trim. Top of both the desk and its companion 1008C console is oiled finish walnut veneer with 6" overhang on both ends and at the back. To meet individual executive requirements there is a choice of seven drawer variations for the desk and an unlimited number of pedestal and bookcase combinations for the console. The desk expresses the simplicity of architectural styling with square flush corners, clean, sharp lines and no rounded contours. The full back panel and drawer heads that overlap the pedestal frames add to its appeal. Both desk and companion console, including the 25 other models of desks, tables and modular units in the GF 1000 series, come in nine decorator colors. **For More Information Circle No. 112.**

FORMS CONVEYOR

Novak Co., 110 East 30th St., New York 16, N. Y., offers the Novak Multi-

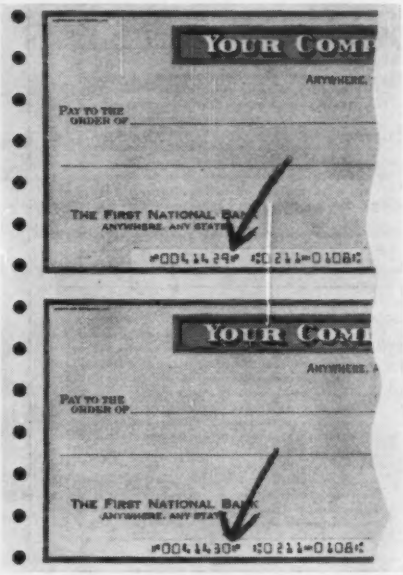


lane Message Conveyor with power drive feature at corners to keep papers from

slipping. The number of channels is flexible, with as many stations as desired, or a single-lane. Several channel depths are available to conform to user's requirements. Conveyors carry papers upright, have high speeds, less space requirements, and may be inclined for overhead work. Sides are heavy gauge anodized extruded aluminum securely keyed together. Supports can be furnished for floor, wall or table mounting, or ceiling suspension. Other features are telescoping supports, enclosed belt return, key-slotted lane walls to insure positive alignment of joints, all lanes color coded to their full depth with sprayed-on enamel, all extrusions die-marked and motor mounts fully suspended for quiet operation. **For More Information Circle No. 116.**

MICR NUMBERED CHECKS

American Bank Note Co., 120 East 20th St., Chicago 16, Ill., announces a process by which continuous form checks



can be printed with consecutive numbers in magnetic ink so that checks can be automatically processed on sorter-reader equipment for return to numerical order. This enables faster, cost-cutting handling for check reconciliation. Checks are completely compatible with data processing. Custom-designed checks for individual companies can be printed on marginally punched continuous forms for processing on various data processing machines. In addition, the checks can be printed with magnetic ink coding for automatic sort-back by bank name and company on sorter-reader equipment. **For More Information Circle No. 163.**

COIN COUNTER, SORTER

Intercash Systems George Pruemm, Gummersbach/Rhld., West Germany, makes high speed automatic coin sorting machines which test, sort, count, bag and calculate coins in one operation. Each

coin is precisely measured before entering the mechanism. Up to 16 different coin denominations can be sorted with absolute accuracy. Damaged or foreign coins are rejected. Each coinage unit is counted, both for each receipt and for the entire day. Pre-selected quantities of specific coins can be bagged. Special models also provide for wrapping coins in rolls. The machine is easy to operate: only one button is pressed to reset and clear for the next operation. It is small in size and works silently. Decimal and Sterling

models are available for most currencies. The basic coin counter allows the later addition of functional units when expanded service becomes necessary. A great number of various models are used in Europe and have reduced costs by from 20% to 80%. **For More Information Circle No. 157.**

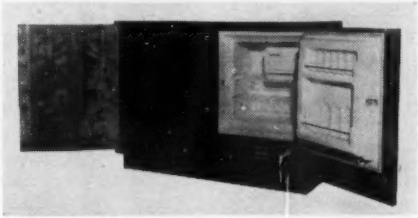
STACKING CHAIR CARRIER

Howell Co., 434 South 1st St., St. Charles, Ill., makes the No. 2 Chair Carrier with a 7/8" diameter tubular steel handle, finished in Bronzite, that has a fold-up lifting brace which slides under stacked chairs to enable operator to tilt the stack back and roll them away. The U-shaped brace can be folded for hanging in a small storage space. A horizontal

bar, securely fastened to base of handle, acts as a brace to keep stacked chairs upright on the carrier while being transported. Two 4" rubber wheels roll smoothly and quietly over floors, carpets and cracks. Stacked chairs weighing over 200 lbs. can be easily transported with minimum of effort. Lifting is done by the lever-fulcrum principle and the heavy duty rubber wheels support the weight while operator simply guides the load. All styles of Howell stacking chairs can be transported with the carrier. Made of sturdy tubular steel it is 36" high and weighs only 7 lbs. For brochure on Howell modern furniture, **Circle No. 129.**

REFRIGERATOR

Morphy-Richards, Inc., 232 S. Van Brunt St., Englewood, N. J., announces the Executive Astral refrigerator, which performs a dual function in the office as a spot refrigerator and as a handsome piece of furniture. Constructed of walnut, the



cabinet has storage and serving space in addition to a 1.6 cu. ft. refrigeration capacity. The model, which is guaranteed silent, retails for $289.95. **For More Information Circle No. 118.**

PAPER PUNCHES

Acco Products, Ogdensburg, N. Y., offers two punches that can be kept handy as desk accessories. In addition to

smart, functional styling, these Acco punches have a nine-position gauge which locks in place so that holes are automatically centered for a wide range of

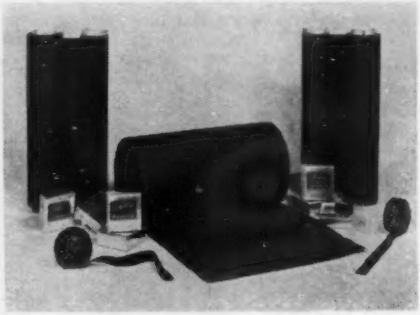
paper sizes; window viewer in center of punch for clear visibility of calibrations on the gauge; removable chip tray; cushion base that will not mar desks; easy punching action. Pivot action and longer handle on the deluxe No. 440 make it possible to punch with the slightest pressure of the little finger, and handle locks down for compact storage in a desk drawer or supply cabinet. The Acco 440 punches up to 36 sheets of 16-lb bond paper at one time. It is three-tone gray with aluminum and red trim; retails for about $5.90. The Acco 110 with 21-sheet capacity, in two-tone gray is about $3.90 retail. Both models punch two ¼"holes spaced 2¾" center-to-center. **For More Information Circle No. 123.**

PAPER SHREDDER

Michael Lith Sales Corp., 145 West 45th St., New York 36, N. Y., announces Destroyit No. 1 MM paper shredder which destroys confidential records in shreds of 22 per inch (3/64" wide). This is an additional model to the Destroyit No. 2 MM which provides 11 shreds per inch (3/32" wide). Both models have modern office appearance, movable cabinet and removable waste-bin for shreds. There is a three-way switch for on, off and reverse. Cutting mechanism and motor operate on ball bearings. Paper clips and fasteners do not damage mechanism. Anyone can operate the Destroyit which will provide 88 lbs. of shredded paper an hour, for packing and shipping material. The 110-volt AC motor connects to light circuits. Unit's height is 34-4/5"; width, 17-3/5"; depth, 15-3/5"; rides on casters; weighs 71 lbs. Both models are offered on 15-day free trial. Model No. 1 costs $395; Model No. 2, $295, f.o.b. above. **For More Information Circle No. 141.**

RIBBONS

Data Processing Ribbon Dept., F. S. Webster Co., 8 Amherst St., Cambridge 42, Mass., makes special wide ribbons for the printing units of computer systems.



Illustrated are ribbons for IBM 1403, (upright), Remington Rand Univac (center) and similar systems using wide ribbons on high speed printers. Smaller ribbons shown are Webster's Multi-Kopy Web Tex ¾" tabulating ribbons for IBM 402 or 407 tabulating machines. These ribbons use a new fabric with exceptional ink retention and special resistance to curl. Ribbons are made in black, blue and purple, as well as black LithoType for offset plate systems. **For More Information Circle No. 146.**

PHOTOCOPY PROCESS

F. G. Ludwig, Inc., 724 Coulter Place, Old Saybrook, Conn., announces a photocopy process that yields up to four copies from a single negative. Utilizing special Multi-Copy negative and positive papers and transfer solution, the process can be

used with any standard diffusion transfer copying machine. Four Multi-Copies can be made for less than 20c in less than one minute. The fourth copy is as photo-exact as the first, whether originals are letters, reports, orders, invoices, drawings, spec sheets or other printed matter. Positive and negative papers are priced the same as standard transfer papers and single copying procedures will cost the same. Economies are effected when two or more copies are made because the same negative is used. **For More Information Circle No. 150.**

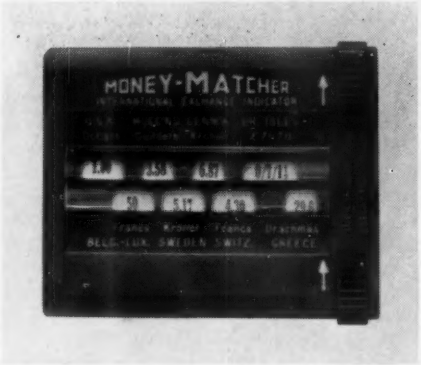
ENVELOPES

United States Envelope Co., 21 Cypress St., Springfield 2, Mass., offers Epic Executives, regular and Outlook window, executive style white wove envelopes in eight widely used sizes and styles designed to perform smoothly and efficiently in all

automatic inserting and postage metering machines. Made from a super white paper which has a uniform ink receptive texture and a high brightness which highlights corner cards and other printing, this new Executive style envelope is the first to be packaged in the Deep-Lid box which makes envelope feeding faster and easier on automatic inserting and metering machines, as well as printing presses. The line includes commercial No. 6¼ and 6¾; official No. 9 and 10; official No. 10 postage saver with spot of gum; Outlook window No. 6¾ and 10; and Outlook window check. **For More Information Circle No. 145.**

CURRENCY INDICATOR

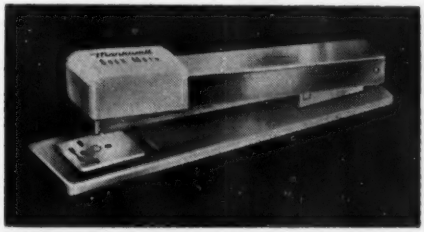
Applied Research Corp., Box 1316S, Erie, Pa., offers Money-Matcher, a pocket-size money exchange indicator for travelers in Europe. Moulded of thermoplas-



tic, smaller and lighter than a pack of cigarettes, it provides over 2100 individual money value equivalents for 16 countries, ranging from 1c to $300 U. S. Printed scroll is operated by turning thumb knobs, and amounts are clearly shown at 16 indicator windows with clear plastic magnifying lenses on both sides, to solve currency exchange problems without mental or pencil calculations. May be imprinted as an advertising specialty. Price, $2.98. **For More Information Circle No. 122.**

STAPLER

Markwell Mfg. Co., 424 West 33rd St., New York 1, N. Y., makes the Desk Mate stapler of advanced design in a



satin bronze decorator color. Featuring simplicity and rugged steel construction,

it is built for continuous, trouble-free performance. Top lifts easily for loading of a full clip of 210 standard Markwell Blue Ribbon Q staples. Chrome-finished anvil adjusts for stapling or pinning, and swings away for tacking signs, notices, etc., to walls or flat surfaces. Stapler and 1000 staples cost $4.95. **For More Information Circle No. 148.**

VOUCHER CHECKS

Carbon Business Forms Co., 880 East 72nd St., Cleveland 3, Ohio, offers Pantograph payroll and voucher checks in five colors (yellow, blue, pink, gray and green) which can be simply imprinted and encoded. Company offers fast delivery, one week when necessary, on all of its commercial, voucher and machine payroll checks encoded with magnetic ink. **For More Information Circle No. 184.**

MACHINE REPAIR STAND

Wilhelm Dreusicke & Co., K.G., Lutzowstr. 3, Berlin W 35, Germany, offers the Herold office machine mounting stand which holds any machine in any position while it is being repaired or assembled.

This makes any part of the machine easily accessible to the mechanic. Machines are not held by the mounting screws, but are secured by a device that is adjustable both horizontally and vertically. This allows its use with any size or type of office machine weighing up to 55 lbs. The Herold is supplied with clamp for mounting on front of work bench or stand for mounting in center of bench. Clamping allows using the stand in several work places. A special model is also made for very large and heavy machines. **For More Information Circle No. 425.**

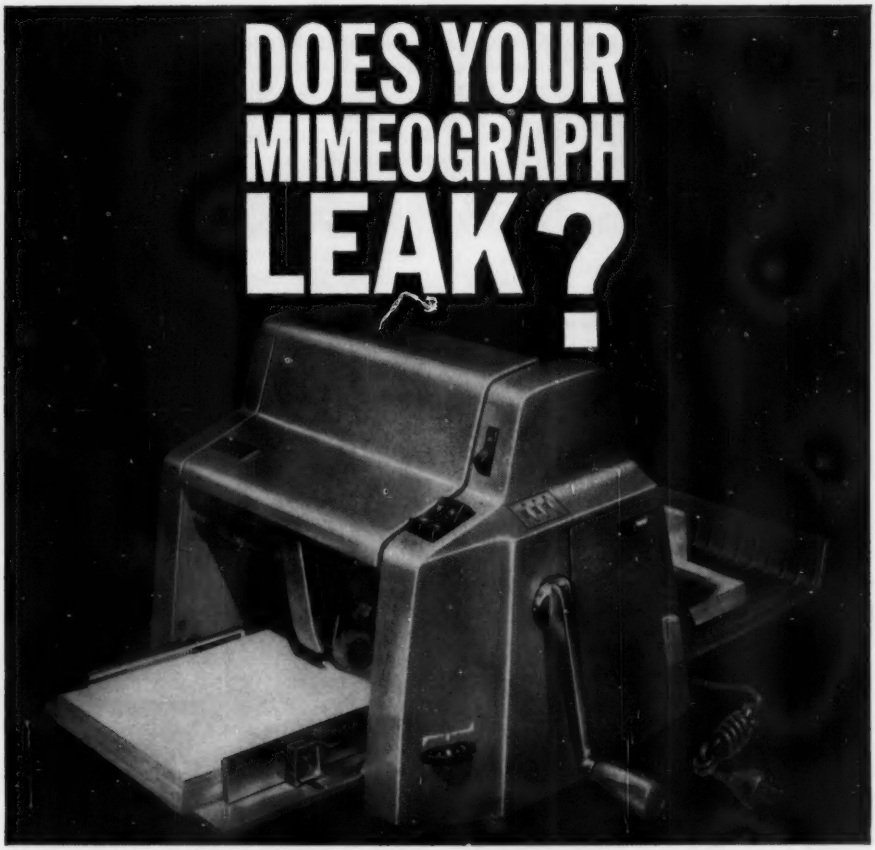
PLASTIC CUPS

Vending Cup Div., Scott Paper Co., 980 N. Delaware Ave., Philadelphia 23, Pa., makes its Toast Brown Scottcup exclusively for vending machines. Light

transmission through the warmly colored sides nearly eliminates the greenish-yellow halo often associated with coffee in paper cups. The plastic cup is odorless and tasteless, preserving the coffee's aroma and flavor. Made of two plies of impact polystyrene, the outer ply provides improved insulation while the smooth inner liner is seamless, stainless and nonabsorbent. **For More Information Circle No. 143.**

OFFSET FILM

Vero-Dot Film Corp., 145 West 45th St., New York 36, N. Y., exclusive importer, announces that quality is being stressed in the imported Swiss litho film, Typon. Introduced two years ago as an economy film with a wider range, it has a plasticized base and can be used for quality halftone and linework. Because of its



Does your secretary get messy whenever she uses the mimeograph? Does she have to clean it for each job even when you're rushed? Are copies fuzzy and indistinct? If your answer is yes, **see the new Bohn Rex-Rotary** twin cylinder, paste ink mimeograph. It's the first really clean mimeograph; never leaks, stays clean, always ready for instant use. Always produces clean, sharp, printing-press quality copies. AND it sells for far less than other first quality mimeographs. Mail this coupon **today.**

BOHN DUPLICATOR COMPANY
444 Park Avenue South, Dept. C-14
New York 16, N.Y.

☐ Please arrange a demonstration in our office without obligation.

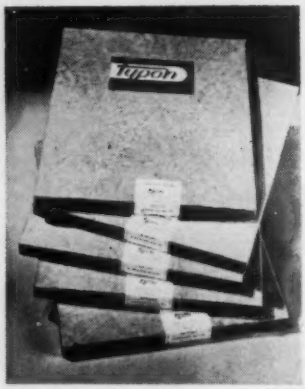
☐ Please send further information, including portfolio of samples printed on the Bohn Rex-Rotary.

NAME_____ COMPANY_____

STREET_____ CITY_____ STATE_____

For More Information Circle No. 243

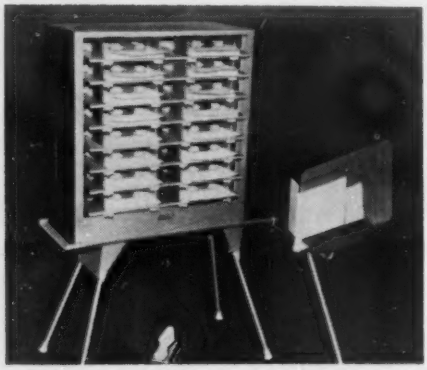
extremely dense background, over 60% opaquing time is said to be eliminated. It has one of the fastest orthochromatic emulsions, lies flat and can be used with



all standard developers and fixers. Representing a savings over regular acetate film, Typon has been proved and is in continuous use by litho plants and in-plant offset departments. **For More Information Circle No. 125.**

COLLATORS

Atlantic Numbering Machine Co., 47-02 18th Ave., Brooklyn 4, N. Y., distributes British-made Velodex, Metrodex and



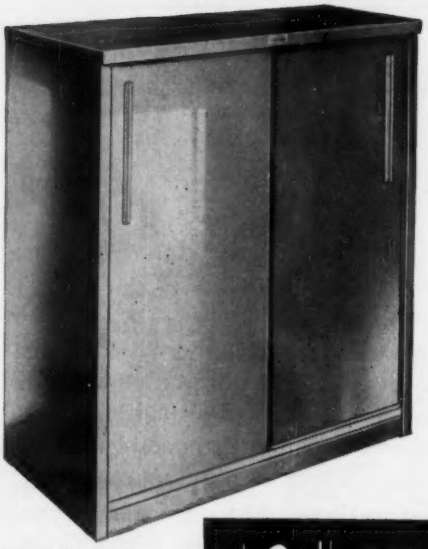
Metromatic collators. Velodex is a six bin tabletop collator which may be folded for storage. One stroke of the control lever raises each top sheet with sponge rubber fingers. Takes sheets up to 11″ wide and dropping in wider backboard enables collating of wider sheets. Metrodex is a 12 bin collator with sturdy stand, footpedal and electric jogger attached. Jogger is supplied with a base plate for independent use. Metrodex also takes 11″ wide sheets or larger with backboard. Metromatic is an all-electric collator in models of six, eight, 12 and 16 bins, with electric foot control, stand and electric jogger. The six and eight bin models handle sheets up to 11″ wide; 12 and 16 bin collators take sheets up to 11″ in double stacks or 23″ in single stacks. Velodex costs $70; Metrodex is $245; Metromatic six, $150; eight, $200; 12, $250; 16, $300. Stand is $30 extra, jogger is $80. For descriptive literature, **Circle No. 154.**

FREIGHT BILL SYSTEM

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., announces an inexpensive, one-writing bill-of-lading freight bill system which uses the patented Azofax process to speed the preparation of shipping papers and reduce the cost of freight bill processing. It eliminates retyping, proofreading and transcription errors. C.O.D. and special shipping instructions are never omitted. A sheet of special Azofax paper replaces one part of the B/L set. The shipper-prepared B/L is handled in the same manner as present procedures, up to the point of rating and extending. At this point the shipping copy on Azofax paper is rated, extended and a master prepared in four seconds by a conventional heat-transfer office copier. Freight bills are then duplicated directly from the shipping copy master by a fluid duplicator or an A. B. Dick Azograph machine. As many copies as needed may be duplicated from the master. Other advantages of the system include low investment costs, simple duplicating process, wide availability of service and maintenance, ease of equipment operation with relatively untrained personnel and no major change in present methods. Those who now have either a fluid duplicator or a heat-

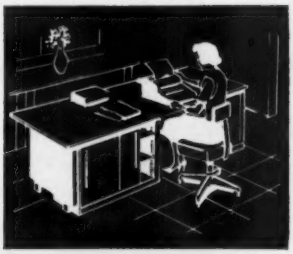
Just say "show me"

BORROUGHS CABINETS



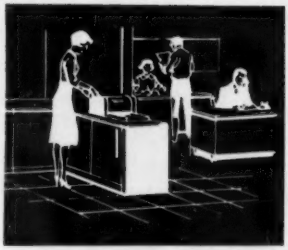
Styled by Dietrich

ASK your office supply dealer to show you Borroughs' smart, sturdy, functional Sliding-Door Cabinets — handsomely appointed in rich, lustrous anodized aluminum. Heights 29", 42", 78" — depths 12", 18" — width 36". Doors slide smoothly with a touch of the long, vertical door pulls. Sliding shelves adjustable without bolting. Choice of 5 colors.

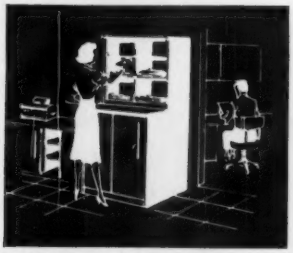


Perfect as desk companions

There's a place in every office for Borroughs Cabinets. Here are a few suggestions...



Ideal as machine stands



Efficient 2-tier combinations

send for illustrated price list

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3010 NORTH BURDICK ST. amp® KALAMAZOO, MICHIGAN

For More Information Circle No. 226

This is the new Royaltyper,[T.M.] a 100% better way to do automatic mass typing jobs than old two-unit systems.

You claim so much. Be specific. What's new and better about it? This: it's single-system. It does its punching *and* its typing all with one simple standard keyboard. See the keyboard in the picture down there? That's it. The Royaltyper tape is an exclusive, too. Its card width is designed for ease of handling and storage economy. Another standard feature: automatic tape reproduction, to permit easy revisions and updating.

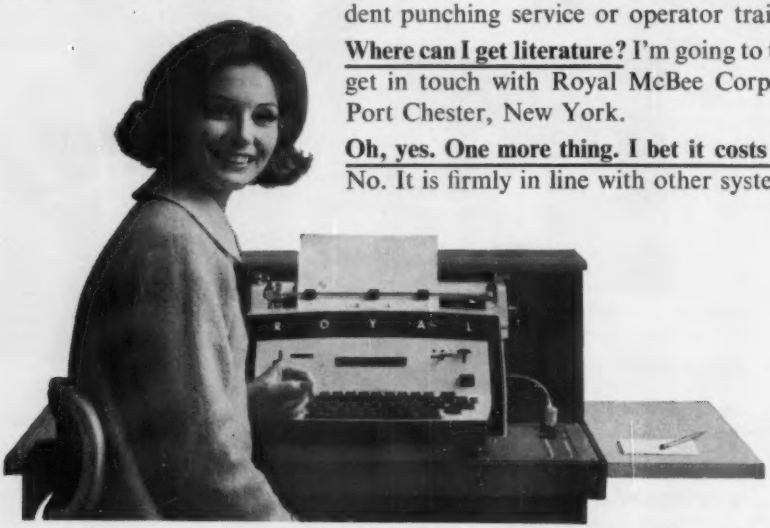
Is this Royaltyper any easier to operate than other punchers? About 100% easier. Any typist can do it without special training.

Tell how. She rolls in a piece of paper, flicks a switch, types the first letter, just as she'd type any letter. This automatically punches the tape, and the operator sees every word she punches.

You mean there's no blind punching? No blind punching as in outmoded 2-unit systems. Then the machine takes over—at 135 words per minute all day long. Number of copies: unlimited. If you ever have personalized first copy mass mailings to get out, and you're tired of paying the price of independent punching service or operator training...

Where can I get literature? I'm going to tell you: get in touch with Royal McBee Corporation, Port Chester, New York.

Oh, yes. One more thing. I bet it costs like... No. It is firmly in line with other systems.



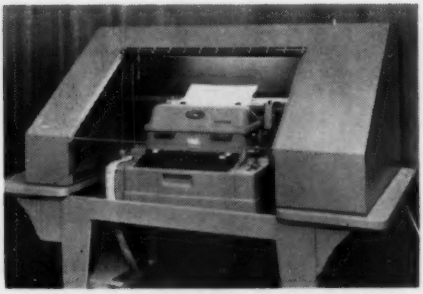
A Product of Royal McBee Corporation, World's Largest Manufacturer of Typewriters.

For More Information Circle No. 223

transfer office copying machine already have 50% of the equipment needed to use the system. **For More Information Circle No. 126.**

NOISE CONTROL CABINET

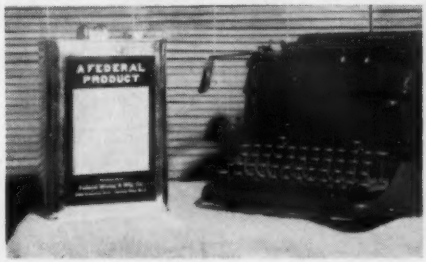
Gates Acoustinet, Inc., Box 2391-0, Buffalo 23, N. Y., announces the Model IDP-200, functionally designed to absorb operating noises from Flexowriters, Justowriters and Computypers. Test results



show that 50-80% of operating noises are absorbed by this model with acoustical base and triple insulation. Finished in a Friden tan exterior, and complementary interior with indirect fluorescent illumination, it has a plexiglass window without restrictions. Edge-card, tape reading, hand feeding and normal typing operations may be accomplished easily without raising vision shield. Complete with rear slot for easy entry and return of continuous forms, it accommodates electric linefinders as well as automatic tape rewind. A rear door is provided for access to the metal punched card holder as well as a rear door to change tape reels quickly and easily. Front work areas are provided on the left for card or tape placement and on the right for copy placement. Compact unit is shipped set up and fits into the stand or may be used on any desk. **For More Information Circle No. 160.**

MACHINE CLEANING SOLUTION

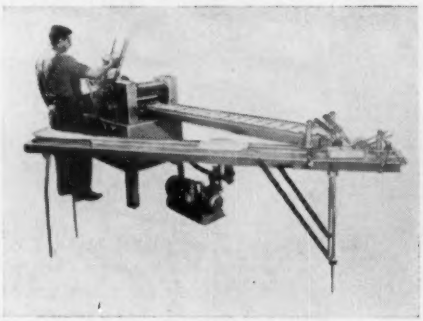
Federal Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J., makes Fedrasol for fast, safe cleaning of typewriters, adding machines, calculators, cash registers, timeclocks, etc. It is pleasant smelling and leaves no gummy residue. When diluted with six parts of Fedratone or mineral spirits (Stoddard, Varsol or kerosene), it can be rinsed with the diluent instead of water, unless water is preferred.



Fedrasol is an excellent emulsion cleaner when diluted with four parts water. It can be used full strength for spot cleaning. Cleans metal and plastic parts, keytops and painted surfaces without damage. Fedrasol is only $2.50 a gal. or $2 a gal. in 5-gal. lots, f.o.b. above. **For More Information Circle No. 158.**

ROTARY OFFSET PRESS

Halm Industries Co., Glen Head Road, Glen Head, N. Y., offers a high speed JP-1 rotary offset press with a patented oscillatory vacuum feed for speeds up to 30,000 iph. The machine features Mark



III Return Extension Delivery System which brings the printed material back to the feeder, eliminating one operator to remove printed matter from the extension delivery table. A feeder can do both

Don't read this before going to bed

(You may not sleep)

This is the sad, sad story of the man who left no stone unturned—except one.

He went to bed just as you will do tonight. He awoke hale and hearty—and on the brink of ruin.

He had every kind of insurance known to man. Fire insurance, use and occupancy insurance, liability insurance, and casualty. **Protected against every loss—except one!**

His office was in a *"fireproof"* building. It conformed with every fire law. It was as well protected night and day as the Pentagon. And like the Pentagon, where fire destroyed 14 truckloads of valuable papers, *he had a fire!*

Here's what his business lost through his neglect:

Their customer list and prospect file.

All current personnel records.

The company's current legal correspondence and tax records.

All current orders, quotations and correspondence.

The accounts receivable records.

His own income tax records, data and checks; and those of his associates.

This tragedy is typical of scores. In one, a million dollar "fireproof" building fire, the walls and floors of the building remained standing, but thousands of irreplaceable records in steel files were turned to ashes.

In another "fireproof" building, housing a dozen firms in the title, real estate and insurance business, fire destroyed all of the essential records of these businesses that were filed in non-insulated steel files.

Moral: In Shaw-Walker Fire-Files your records will be vault-safe, and always ready for instant use, even after a fire. Your records will be fire-protected not just at night but also during the daytime hours when most fires (actually 58% of them) occur. Shaw-Walker Fire-Files have **a 34-year successful record of performance!**

Fire-Files also *pay their cost* by saving time and space. Hours are saved and so is floor space because you eliminate entirely the need for housing records in separate safes or vaults.

If these words fail to convince you, perhaps this one statistic will: 93% of the businesses that are victims of a fire are so seriously handicapped that 43% of them fail. And **only the 7% with Fire-File protection carry on without costly delay. To ignore these facts is business neglect of the first order.**

All the information on this subject that any business needs is available for the asking . . . in the famous 248-page Shaw-Walker "Office Guide," now in its 12th edition. Write for it. **A program of fire protection for your essential records can be started for less than $200.**

"Built Like a Skyscraper"

SHAW-WALKER

Muskegon 4, Michigan
Largest Exclusive Makers of Office Equipment
Representatives Everywhere

operations without moving from his station. Machine is designed for low cost printing of letters, tabulating cards, office and factory forms, closed and open end envelopes, labels, tickets and tags. Has system which stops press when run is over. Delivery system is also effective in avoiding drying problems with specialty papers and special inks. Offsetting is kept to a minimum while backing jams and pile-up in delivery have been eliminated. Handles sheets from 3" x 5" to 8½" x 11" at speeds in excess of 45,000 iph with one rubber plate and over 60,000 iph with two plates. Registration is maintained at all speeds. Plate changes can be made in less than ten minutes with Allen wrenches. Stock is not bent, damaged or marked during printing, and is delivered stacked on a 6 ft. delivery table for easy handling after printing. Offset printing sections and special feeders are available. **For More Information Circle No. 147.**

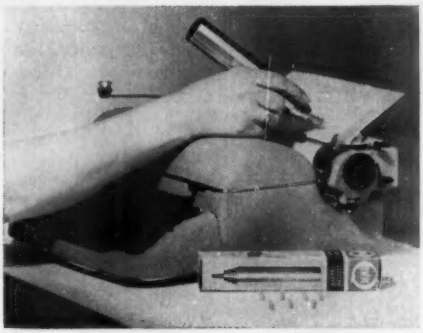
STACKING CHAIR

Royal Metal Mfg. Co., 1 Park Ave., New York 16, N. Y., makes an all-purpose chair which combines seating comfort with

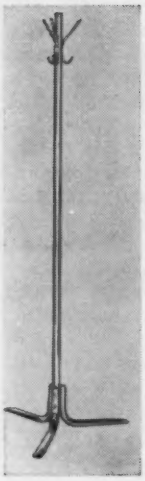
maintenance-free qualities essential to cleanliness and economy. Royalwood achieves the beauty of natural wood, molded to smoothly flowing contours. This treatment of wood (a built-up laminate of many layers of plastic impregnated wood) has the features of wood plus resistance to damage by burn, alcohol, mild acids, alkali and weather. Under normal use, it will not crack, chip or stain. All-welded steel frame is finished in Royalchrome. Wood's surface wipes clean and is resistant to bacteria. Model 746 is designed for general seating. Light in weight, it can be easily carried or moved. Contour shape offers comfort to the user and shaped back flexes easily in use. It is suitable for multiple seating arrangements and stacks for space-saving storage. Guaranteed for ten years against manufacturing defects. **For More Information Circle No. 142.**

ELECTRIC ERASER

K&K Sales Co., 1161 Passmore St., Philadelphia 11, Pa., announces the Qwik Electra battery-operated eraser which



erases typing or inked copy without smudging. Slipsheeting is unnecessary when erasing original and carbon copies. The precision instrument operates on two standard size batteries. Its slim tip spins at 4500 rpm, erasing even single typewriter characters without marring adjacent letters. Practical for unlimited office use, it is attractively finished in a bronze color and comes with 11 replaceable eraser tips and brush, packaged in a three-color box. Complete unit, less batteries, retails at $2.98. For descriptive literature, **Circle No. 181.**

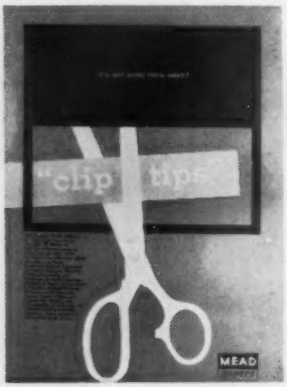


COSTUMER

Precision Mfg. Co., 831 Chicago Ave., Evanston, Ill., makes a Bevco three-hook costumer of 1″ tubing finished in polished chrome. Attractively designed with stumble-proof legs spread wide to resist tipping. Hooks are spaced so that each hat hangs with minimum interference with hats on other hooks. Center post is in two parts which fit tightly together but allow shipment in a carton 36″ long via parcel post. Retails at $7.95. **For More Information Circle No. 178.**

ART CLIP BOOK

Mead Papers, Inc., 118 West 1st St., Dayton 2, Ohio, has published the fifth edition of "Clip Tips." While revised and enlarged, it retains all of the features of the previous issues plus some new ones. The portfolio contains 22 sheets of line



artwork ready for camera. Each sheet has a large variety of subjects. Major categories include decorative art, art heads, reverse headings, people, forms, dates, sports events, animals and holidays. New this year is a four-page section of borders and embellishments. All subjects are sharp and clear, ready for clipping for same-size reproduction. The wide assortment is ideal for bulletins, sales letters, office forms, and a variety of special uses. Included is Mead's Paper Selector Chart showing the full range of grades, colors, sizes and weights of cut-size papers in the Mead Ready-Cut line. For this free clip book, **Circle No. 124.**

BLUEPRINT FILE

Plan Hold Corp., 5204 Chakemco St., South Gate, Calif., announces a Mobile Plan Rack file for drawings and prints. It has a tubular steel frame, ball bearing

casters, and can be adjusted to accommodate sheets up to 36″ x 48″. Intended for use with 12 Plan Hold Type S Binders, it will file up to 1200 sheets. Ruggedly constructed, the Mobile Plan Rack weighs less than 18 lbs., and occupies 3 sq. ft. of floorspace. Price is $19.95. Plan Hold Binders from $4.40 each f.o.b. South Gate, Calif. or Aurora, Ill. **For More Information Circle No. 134.**

GATHERING RACK

Evans Specialty Co., Box 8128, Richmond 23, Va., is using an improved material in the manufacture of its Gathering Rack. This aluminum alloy is lighter, yet harder and stronger, than previously used materials. The alloy increases the

Verifax Bantam Copier, Model A, Only $99.50—other models to $425

Exclusive Kodak Verifax Copying Feature cuts office copying costs up to 50%

Why pay first-copy price for each extra copy you need? With a Kodak Verifax Copier you turn out extra copies from the same *Magic Matrix* used for the first copy. See how this adds up to big savings in any office where extra copies are needed to keep everyone posted.

Cost of the first Verifax copy including Magic Matrix is about 9¢. Each extra copy made from this matrix (and you can get at least four) *costs less than 1¢*. And these Verifax copies are dry, complete, easy-to-read . . . on bond-type paper. But see for yourself. *Prices quoted are manufacturer's suggested prices and subject to change without notice.*

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For More Information Circle No. 252

strength, while reducing the weight, of the 18-section model by 1 lb., 11 ozs. Design of rack remains the same. It is constructed in 18 sections, each holding 500 sheets of paper at an angle for fast, easy

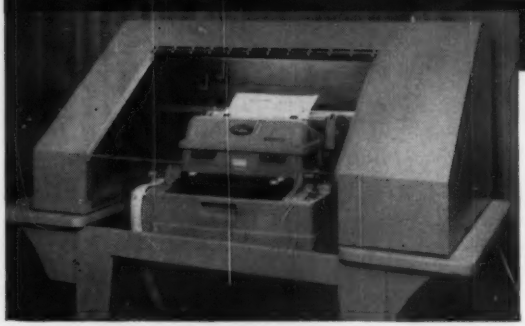
gathering. When properly used, particularly with an Evans Receiving Tray, rack has proved it can make paper handling three times faster and cut manual collating costs by two-thirds. Rack costs $25. **For More Information Circle No. 130.**

COPYING MACHINE

Paragon-Revolute Div., Charles Bruning Co., Mt. Prospect, Ill., announces the Starlet table top automatic dry diazo whiteprinting machine in two models. One is equipped with a 60 watts/inch mercury arc exposure lamp (3000 watts total) and operates at 35 ft. per minute. The other has an 80 watts/inch mercury arc ex-

posure lamp (4000 watts total) and operates at 45 ft. per minute. Both machines come in 42" width, operate on 220 volts AC, and feature automatic separation of

SILENCE IS *Golden*



. . . not only to the ear, but to your pocketbook. Why put up with needless noise and the resulting loss of productivity in your office when the Gates Acoustinet sound engineers have developed a modern solution to your problem? 50 to 80% of Flexowriter, Justowriter and Computer distractions can be snuffed out by the new Gates model IDP-200. Lead your company to increased efficiency and profits. Install one now and see what nice things begin to happen.

MODEL IDP-200 DESIGNED FOR

FLEXOWRITERS - JUSTOWRITERS - COMPUTYPERS

Gates ACOUSTINET, INC.

P.O. BOX 2391-07 BUFFALO 23, NEW YORK

HOW MUCH DO YOUR CARBON COPIES REALLY COST?

The hidden element in pinpointing the cost of carbon copies is the number of times carbon paper is used before it is discarded. We've prepared a study to help you determine the cost of your carbon copies. Folder HC-22 is yours for the asking.

You'll discover what more and more firms are learning every day . . . that the most efficient and economical way to produce carbon copies is with Huron Copysette, our patented manifold carbon paper set.

At its new low price, Huron Copysette is America's best office supply buy.

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PULL OUT Style
MANIFOLD CARBON PAPER SETS

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Insist on the finest,
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For More Information Circle No. 237

Your company is judged by the office you keep...

For More Information Circle No. 268

The fine quality look of a Cole Steel office—the careful attention to personal comfort—the skillfully crafted construction—all combined create an office of quiet good taste and matchless efficiency. This is why so many of America's blue chip companies select Cole Steel when furnishing their offices. See for yourself why Cole Steel furniture is so far ahead in the office equipment field. Send for our Free color catalog today.
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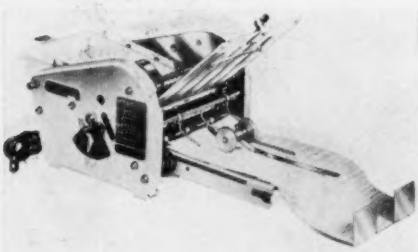
master and copy paper. An air knife system picks tracing and print off exposure cylinder and returns original to operator via front receiving tray which stacks originals in sequence. Prints are also returned in front to a receiver tray 12½" deep. Reversing switch allows rejection of misaligned originals. Feed table is 65" wide by 16" deep. Overall dimensions of machine are 28¼" high; 65" wide, and 39" deep with feed table. Cabinet is heavy gauge metal with two-tone gray hammertone baked finish. Stand, available at extra cost, has storage space for paper and separate area for 2-gal. ammonia supply. **For More Information Circle No. 140.**

FOLDING MACHINE

Print-O-Matic Co., 724 W. Washington Blvd., Chicago 6, Ill., announces its model FH-5C all-electric desk top folding machine that can slit, score and perforate with or without folding. A new snap-on first fold plate simplifies attaching the No-Fold Deflector Plate for scoring, slit-



ting and perforating without folding. Improved unit features sturdier construction of side frame and more powerful motor for handling increased workloads. It performs all popular folds, at up to 150 sheets per minute. A variable speed control is an optional extra. Machine folds, stacks and conveys; can handle up to six stapled sheets of 20 lb. paper; is trouble-free and fully guaranteed. May be used in conjunction with Print-O-Matic's Cross-folder for making right-angle folds in one operation. For details and prices, **Circle No. 137.**

STENCIL DUPLICATING INKS

Frankel Mfg. Co., 285 Rio Grande Blvd., Denver 23, Colo., announces Klean Write Super Emulsion instant drying mimeograph inks for use on bond paper, post-card stock and mimeograph paper. In liquid, semi-paste or paste form, the

inks eliminate the need to slipsheet or use special paper, give sharpness and clarity of print similar to offset printing. The inks dry so rapidly one can run a finger over the copies the instant they come from the machine without smearing them, yet the inks are guaranteed not to dry or harden on the pad of any duplicating machine. According to extensive tests, the inks will not damage stencils and as many as 15,000 copies can be run off a single stencil. Both sides of the paper can be mimeographed with every copy clean and sharp. Trial orders of the inks are $2.75 per pound for No. 726 liquid; $2.90 per tube for No. 200SE semi-paste; and $2.65 per tube for No. 100SE paste for silk screen machines. **For More Information Circle No. 159.**

MICROFILM CAMERA

Remington Rand Systems Div., Sperry Rand Corp., 122 East 42nd St., New York 17, N. Y., announces the F1088 Planetary Camera which features automatic focus, 8½ ft. ceiling height require-

GET
OUT
TWICE
THE
MAIL
AT
HALF
TIME
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12 Front St.
Des Moines, Iowa
Mr. Damon Carter
12 Front St.
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THE UNIQUE TYPEWRITEABLE STENCIL, heart of every Elliott System, saves space, costs little, gives thousands of clean impressions.

"OUR ELLIOTT ADDRESSING SYSTEM PAID FOR ITSELF IN THE FIRST YEAR," reports the Motor Club of Iowa

"The efficiency of our Elliott System let us cut our staff from 9 to 4 — while our mailing list doubled from 40,000 to 80,000."

Whether your list is big or little, Elliott can speed up your mailing and save you money.

For More Information Circle No. 261

ELLIOTT INDUSTRIES

Manufacturers of Elliott Addressing Machines and Data Imprinting Systems

Elliott Industries, Inc.
143 Albany St., Dept. O-71, Cambridge, Mass.

Please send me information about the cost-saving Elliott Addressing System suited to my size mailing list, which is.....

Name & Title.....

Company.....

Type of Business.....

Street & No.....

City.....Zone.....State.....

1

2

3

The UNIQUE

PAIGE MIRACLE BOX

cuts record retention costs 75% in equipment—300% in space!

The unique Paige Miracle Box has created a new system for efficient and economical record retention, utilizing full floor-to-ceiling space.

UNIQUE—because it sets up INSTANTLY and AUTOMATICALLY—no taping or stapling required.

UNIQUE—because it is the only corrugated container that is completely **double**-walled and **double**-cornered, providing amazing strength and durability.

UNIQUE—because it is **double**-floored, providing a bottom that can't "fall through."

UNIQUE—because it has a separate, telescopic cover.

UNIQUE—because it is rugged, though light in weight. Easy to lift and move by its comfortable hand-holds; even when full, can easily be carried by a girl.

SETS UP AUTOMATICALLY

"1—2—3"

FOR IMMEDIATE USE

Our brochure explains how the use of the unique PAIGE MIRACLE BOX has developed a new system of retaining records . . . how leading companies get maximum use of available space, highest efficiency in operations, greatest convenience for personnel. We'll be glad to send you a copy.

The PAIGE Company
95 MADISON AVE
NEW YORK 16, N. Y.

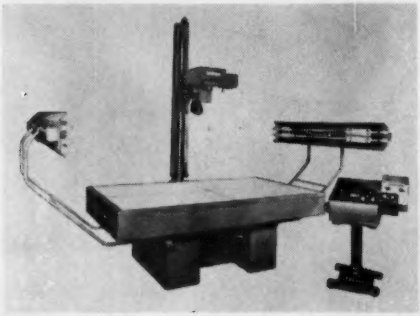
THE PAIGE CO., 95 MADISON AVE., NEW YORK 16, N. Y.
Send your new, illustrated Miracle Box brochure.

0-7-61

NAME ..... TITLE .....
COMPANY .....
STREET .....

For More Information Circle No. 295

ment, and reduction change by a push-button operated electric motor, up or down. The 35mm camera is guaranteed to meet the latest military specifications. Film is held flat in exposure plane by curved aperture and suction. Lens is of highest quality for reduction ratios from 8x to 30x; also available with 36x lens



on 9½ ft. pole to cover 42" x 60". Illumination is provided by a choice of projection floodlamps or fluorescent lamps with light intensity controlled by a variable transformer. Exposure is governed by an electrically operated shutter, controlled by electronic timer to 1/10 sec. from 0 to 11 seconds. Calibration tape alongside of column indicates reduction ratios. Transparent copy top with eight fluorescent lamps is supplied to back-illuminate transparencies and tracings. Copyholder is suction operated and holds wrinkled and folded subjects flat during exposure. Mechanical reduction coverage gauge is accurately aligned to indicate coverage on camera table for three specific reductions, such as DOD specifications 16x, 24x and 30x. Available accessories, factory installed at time of purchase, are: automatic elevator stops, multiple exposure counter and automatic exposure control. **For More Information Circle No. 128.**

RINGBOOK DICTIONARY

Dennison Mfg. Co., Framingham, Mass., offers a 32-page notebook size dictionary containing over 15,000 words in syllabized form. It provides modern defi-

$259
No. 1722-20

Includes everything you need to make offset plates and duplicating masters: vacuum frame; motor; pump; gauge; and nuArc's popular N-20 arc lamp.
With automatic carbon strike and feed mechanism, No. N-20A $305

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Arc Lamp
AND
Vacuum Frame
COMBINATIONS

Economical N-16W unit. Includes manually controlled arc lamp; vacuum frame.

$139

Complete with pump and motor, $196.50

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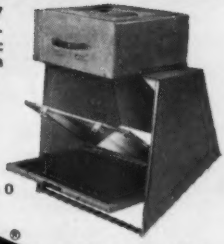

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For table, wall or ceiling mounting. Metal construction. Ruby or white lights. Six standard sizes—or can be made to your specifications.

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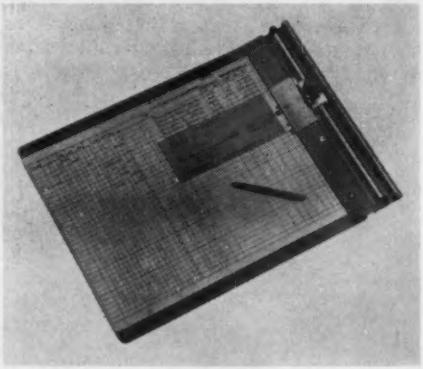
For More Information Circle No. 382

nitions, parts of speech and correct word pronunciations. Staple bound and punched to fit all standard two- or three-ring notebooks. The Dennison Webster's Dictionary, with accompanying index divider, is available in two sizes: 11" x 8½" and 10½" x 8". Both retail at 39c. The dictionary unit plus a five-subject index divider set, in the same two sizes, is 65c. **For More Information Circle No. 411.**

ACCOUNTS PAYABLE SYSTEM

Shaw-Walker, Muskegon 16, Mich., offers an Accounts Payable Plan which saves up to 66% of clerical time. Design minimizes eye-travel, assuring top-speed preparation and machine-like accuracy without technically trained help. One entry, instead of two or three, posts voucher record, duplicate check and ledger (ledger may be omitted). Bills can be paid on time, discount dates always anticipated and remittance advice is always up to date. Easy for accountant to audit; levels peak workloads. Easy to install, operate and expand by businesses of every size. Shaw-Walker's Simplified Accounts Payable Plan consists of a board which holds accounting forms in alignment one above another, so that preparation of top form



makes necessary entries on forms beneath. Precision register assures exact column alignment, eliminates overlapping figures and provides easy reading. For complete details in brochure A-336, **Circle No. 120.**

MAIL CART!

To Increase Your Mail Operation Efficiency!

$47.50

Model LS-2

Companies throughout the country are using this double deck chrome-plated steel distribution cart, to categorize incoming mail for quick, error-free delivery. Lower basket for outgoing mail. Both baskets removable.

Basket Size: (Upper) 17½" x 25" x 11" (Lower) 17½ x 25 x 8 • Frame: Chrome plated steel • Baskets removable • Terms: 1% 10 days, net 30 days • F.O.B. Detroit • Shipping weight: 33 lbs.

FILE HOLDERS TO FIT GUIDE BARS $ .24 EACH

Write for Free Brochure or Better Still ORDER TODAY!

MANUFACTURED BY

CHESLEY INDUSTRIES, Inc.

24702 Telegraph Road Detroit 41, Michigan

For More Information Circle No. 292

FACIT. . . the calculator that speaks for itself

This is the 10 key FACIT ROTARY CALCULATOR. And its performance speaks for itself. FACIT figures faster than any printing calculator. It proves your figures by automatically listing the factors of each calculation on easy-to-read dials. No paper roll installations necessary. FACIT saves time—anyone can learn to operate it in just a few minutes. Cost less too! Let FACIT be your calculating spokesman. Multiply, divide, add, and subtract—with only ten keys and the five fingers on one hand.

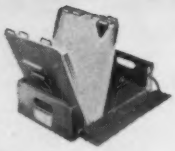
FACIT, INC., 404 Park Ave. South, New York 16

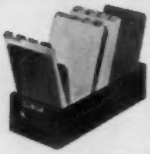
FACIT CALCULATORS • FACIT TYPEWRITERS
ODHNER ADDING MACHINES

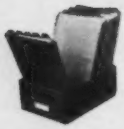
For More Information Circle No. 242

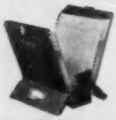
P.E.C. 'MATIC'
POSTING EQUIPMENT
FOR MODERN
OFFICE PROCEDURES

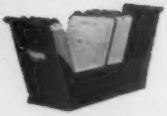
DUO-MATIC POSTING TRAYS AND STANDS

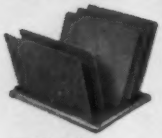

PORTA-MATIC POSTING TRAYS AND STANDS


TILT-O-MATIC TRAYS
(For register forms)


V-MATIC TRAYS
(Small capacity containers)


HANDI-MATIC TRAYS
(For writing board and machine accounting—records requiring small capacity containers)


EXPANDI-MATIC
(Designed for installations where space is at a premium)


TILT-O-RACK
Desk organizer

PRESTO TRAY
Posting tray for ledger sheets of varying widths

WRITE—For Information On The Complete P.E.C. Line

P.E.C.
M-L ASSOCIATES
MEAD-LEE Associates
SOLE DISTRIBUTORS FOR
POSTING EQUIPMENT
Corporation
1721 Elmwood Ave., Buffalo 7, N. Y.

For More Information Circle No. 294

DRAFTING TABLE

Hamilton Mfg. Co., Two Rivers, Wis., introduces the Torsion Auto-Shift drafting table which provides complete adjustability of board position and puts every square inch of drawing within easy reach. Draftsman can work in a comfortable, fatigue-reducing position. Tilt mechanism allows complete board counterbalance through use of torsion bar. Counterbalance is easily adjustable to provide for additional weight of drafting machines. All operating mechanisms completely enclosed in the base. Anodized aluminum pencil trough has patented reversible plas-

tic edge assuring true, off board, surface for track drafter vertical arm bearing, for full board drawing accessibility. Combined drawing and reference facilities in one unit save floorspace and are accessible from either side. Table design coupled with many Hamilton features make the Torsion Auto-Shift ideal for individual use or complete departmental installations. Table permits single, L-type or row installations without modifications. For Catalog ADR-469, **Circle No. 135.**

CASH REGISTER ROLLS

Paper Manufacturers Co., Philadelphia 15, Pa., produces a complete line of lint-free paper cash register, check and detail

PLAIN TALK ABOUT CUTTING BUSINESS COSTS

MOST BUSINESSMEN are concerned right now with cutting costs. And they know this: Some costs *can* be cut, and some cannot. We propose here to talk about costs that can be cut quickly and easily. Communication is a matter of great expense to practically every business, and a Dictaphone TIME-MASTER® dictating machine system can reduce this greatly and almost immediately. A point worth making here is that the installation of Dictaphone equipment means that you accomplish more with the same people, which means you don't have to add or replace personnel.

Essential facts about the Dictaphone TIME-MASTER:

1. It is the most widely used and simplest-to-use dictating machine.

2. It is distinguished by the red Dictabelt® record on which you can *see* your dictation on visible tone grooves. Dictabelt gives you confidence with "The sound you can see."

3. A Dictabelt costs only 4¢, accommodates 10 average business letters. Use it *once*, throw it away, mail it or file it. No rehandling.

4. The TIME-MASTER is easy to operate. Four thumb buttons control the whole operation. If you have a thumb, you can learn to use this machine in a half-hour, even if you can't change a typewriter ribbon!

This modern automatic dictation system is one answer to the squeeze on profits because it saves so much time, effort and money, at so little cost.

Why not let a trained Dictaphone Systems specialist study your particular dictation requirements? He'll gladly survey your office and show you how you can increase your profits with an improved communication system.

Dictaphone®
CORPORATION

Dictaphone Corp., 730 Third Ave., N.Y. 17, N.Y.

For More Information Circle No. 383

So automatic and accurate you can start it and walk away!

Freedom from machine tending is only the beginning! The new Gathermatic by Thomas Collators brings to collating the speed and accuracy of larger, more expensive equipment... at a cost unbelievably low. Write today for complete information on the many ways you can speed up your collating operation and substantially reduce your costs.

- Offers more features at a lower price than any other collator of its kind
- Automatic miss and double sheet detectors stop machine instantly, prevent errors
- Stations can be skipped at the flick of a lever without hindering the full production rate
- Loads in a minute... each station takes approximately ½ ream of 3"x5" to 11"x14" sheets in various weights and finishes
- Gives over-all speed, ease and accuracy features formerly available only in large-scale collators
- Automatically collates, counts, criss-crosses or staples 6,000 sheets per hour

Thomas Collators Inc.

World's Leading Manufacturer of Collating Equipment

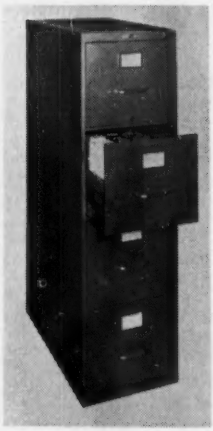
Dept. B3, 100 Church Street, New York 7, New York

For More Information Circle No. 236

rolls. Rigid quality control and Perfection standards guarantee rolls to operate in the machine for which they are intended. Included in the line are rolls for National, Burroughs, Monroe-Sweda, Anker, Hugin and other machines. Fast customer service is assured through inventories at 90 distributors from coast to coast. **For More Information Circle No. 136.**

VERTICAL FILES

Yawman & Erbe Mfg. Co., 1001 Jay St., Rochester 3, N. Y., introduces its 4000 line of filing cabinets. These moderately priced files have proved sturdy and long lasting in accelerated tests exceeding 150,000 openings and closings with a



drawer load of 80 lbs., equivalent to at least 50 years of normal use. The 4000 line includes two, three, four and five drawer files, in both letter and legal sizes, featuring a full 26½" inside drawer depth, positive side-locking compressors, thumb latches and optional drawer inserts for versatility and efficiency. For full details, illustrations, dimensions and charts in a brochure, **Circle No. 113.**

TYPING ERASER

Joseph Dixon Crucible Co., 167 Wayne St., Jersey City 3, N. J., announces Taperaser which blocks out typing errors. It is a paperlike substance, rolled and packaged like tape, with the underside coated

Force COLUMBIA

eases tired eyes ...cuts errors!

This automatic numbering machine prints **big ⅜"** high figures on filing jackets, time cards, job envelopes, drawings, etc. Saves eyesight of young and old alike and reduces errors, too! 6 or 7-wheel capacity . . . consecutive, duplicate, repeat action.

⅜" DEEP CUT NUMBERS

493527

WM. A. FORCE & CO., Incorporated
216 Nichols Ave.
Brooklyn 8, N. Y.

For More Information Circle No. 296

Q. GOT HIGH-PRICED HELP LOOKING FOR RECORDS?

A. LOW-COST "CONVOY" STORAGE FILES!

All your semi-active or inactive records are instantly available. What a time and money-saver today!

Rigidized permanent Drawer and Shell construction eliminates shelving and costly searching (the biggest item).

All this at half the cost of steel because "CONVOYS" are heavy duty corrugated board processed to remarkable strength.

Sizes: letter, legal, check, deposit slip, tab card . . . 10 others.

Manufactured by
CONVOY, Inc.,
Canton, Ohio
Distributed nationally by
LENNOX DISTRIBUTORS
BOX 483-H, MASSILLON, OHIO Ph. TE 2-2166
For More Information Circle No. 389

SORTKWIK®

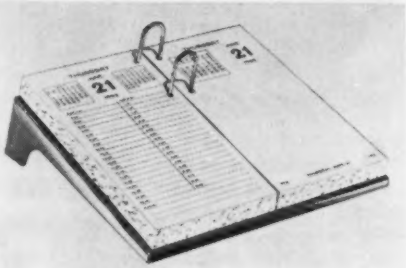
Your Stationer has SORTKWIK or will stock it for you. Only 50c each.
For More Information Circle No. 376

with a white clay and talc mixture. Typist places it where an error occurred, restrikes the original error, then types the correct letter. The chalk-like mixture adheres to the paper, masking the incorrect letter

with the superimposed correct one. The corrected error is said to be impossible to discern, since the fixitive blends into the paper, leaving no smear or smudge. Taperaser comes in a plastic container with enough material to make from 3000-4000 corrections for 89c. **For More Information Circle No. 162.**

DESK CALENDAR

Columbian Art Works, 2300 W. Cornell St., Milwaukee 9, Wis., offers a Success Desk Calendar providing over one-third more writing space, an increase of 35.6%. Although it requires only 8 x 9½



inches of desk space, the calendar provides 24¾ sq. in. of writing space on each page—or 49½ sq. in. per day—all below the arches. Really two calendars

THE NEW SATELLITE
17½ x 22½
BAUMFOLDER–MODEL 4-4

in the graphic arts industry —where folding is indispensable

OVER 76% USE BAUMFOLDERS

SPECIFICATIONS

SHEET SIZE: Nominal—17½ x 22½; Maximum parallel 17½ x 26; Minimum—4 x 5. **PLATE FORMATION:** 2 fold plates, with options up to 8 plates to handle all impositions. Can be tailored to your specifications. **FEEDS AVAILABLE:** Friction; Suction Pile; Suction Continuous.

FEATURES: The finest precision folding rollers made. Complete facilities for scoring, perforating, slitting and/or trimming with flat or folded signatures. Optional pasting equipment can convert the Satellite into a complete bindery. Folds—binds (pastes) and trims in one continuous operation. Angular cross-carriages for positive high-speed register on right angle folding. Newly designed folding plates and hinged deflectors for rapid selection of impositions. Heavy frame construction for greater rigidity, freedom from vibration and complete retention of adjustments. Rollaway right-angle section may be added to handle expanding requirements.

Businesses that depend on folding machines for their very existence—printers, bookbinders and publishers—know that Baumfolder is the folding machine to depend on. Over 76% own Baumfolders in sizes ranging from 14 x 20 to 44 x 58. Don't takes less than the best. There is a Baumfolder for your folding needs. With a reliable Baumfolder—the machine that sets the folding machine standards for industry—you can have faster and more versatile folding.

EASY TERMS AVAILABLE **Only 10% down or your old folding machine as a liberal down payment—balance payable in up to 40 monthly installments.**

CALL COLLECT **Write for more information about the wide variety of models and sizes of Baumfolders available. Or, better, why not call collect to LOcust 8-4470.**

BAUMFOLDER SALESMEN ARE SPECIALISTS — Years of experience have made Baumfolder men more than qualified to solve folding problems.

BAUMFOLDER DIVISION
Bell & Howell Company
1540 Wood Street, Philadelphia 5, Pa.

For More Information Circle No. 340

Staplex works

cheaper

faster

better

easier

Have you ever tried *Electric Stapling?*

It's time you did!

Staplex does every stapling job in less than half the time and costs so little to own. Let us show you today how Staplex increases work output while it saves you valuable time and money.

There's a Staplex stapler for your every need.

The Staplex Company

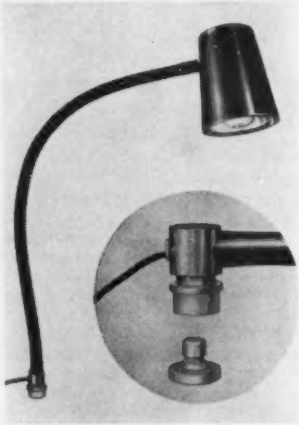
775 Fifth Ave., Brooklyn 32, N. Y.
World's Largest Manufacturer of Electric Staplers

For More Information Circle No. 386

in one, each single page has more usable writing space than a 5″ x 8″ calendar. It features a combination memorandum pad on the right-hand page and an appointment pad on the left. For complete catalog description of this calendar, plus others in the Success line, **Circle No. 131.**

DESK LAMPS

Moffatt Products, Inc., 3124 N. Washington, Minneapolis 11, Minn., offers the patented Multi-Lamp which retails at $8.95 to $12.95, and has a snap-on button mounting bracket which may be attached permanently to desired supports. When several buttons are installed, the lamp may be quickly and easily snapped off and



moved as desired to combine advantages of a portable lamp with stability of a permanent one. The heavy-duty flexible neck is jacketed with durable polyvinyl and shade is impact-resistant molded phenolic. Patented design of lamp head provides air cooling; shade will not heat up even after prolonged use. Accommodating bulbs up to 100 watts, the spun-aluminum reflector produces nonglare illumination. Nylon and ball bearing fittings at both ends provide easy positioning with stability even under heavy vibration. Available in standard black, with right angle or straight base and 12-24″ neck length. Other colors on special order. Felt-bot-

NEW

"PACKAGED" FILING

UNIQUE PORTABILITY

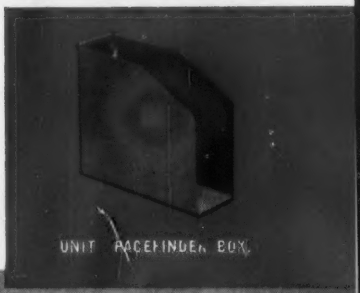
...documents are in handy boxes.

NEW FLEXIBILITY

...simpler to change and expand.

DOLLAR SAVINGS

...in equipment cost, clerical time.

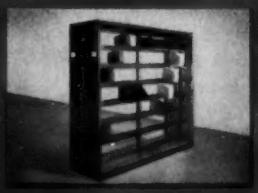


UNIT SPACEFINDER*, an exclusive, revolutionary filing system, *provides unequalled flexibility.*

The unique hanging box, combined with a sturdy, free-standing frame, is the secret of the system's success.

Boxes, which *slide back and forth on rails and can be carried anywhere,* "package" documents for most efficient finding and filing ever known!

*Pats. Pending



UNIT BOXES hang on cross-rails, package documents for fast transfer or work at desk.

CREATE SPACE where you need it simply by sliding boxes of documents along rails.

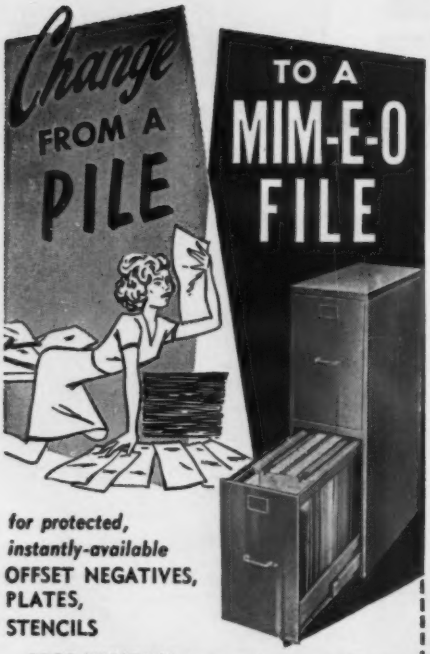
For More Information Circle No. 275

TWELVE PAGE BROCHURE will show you money-saving secrets of Unit Spacefinder and Spacefinder Filing System.

UNIT SPACEFINDER BROCHURE

TAB
PRODUCTS CO.

HOME OFFICE: 995 MARKET ST. SAN FRANCISCO 3, CALIFORNIA



for protected, instantly-available **OFFSET NEGATIVES, PLATES, STENCILS**

STOP WASTING **time and money! Every time you lose or damage an original, you're throwing away a $10.00 average investment. With low cost, sturdy MIM-E-O STENCIL FILES, you can *immediately* put your finger on a *perfect* stencil, neg or plate hanging free from pressure . . . protected . . . easily filed, easily found.**

There's a MIM-E-O model for all types and sizes, to protect from 150 to 1400 "investments".

And new *SADDLE ENVELOPES* hang *negatives, plate plus all work sheets* in a single, handy, compact filing unit . . . in any MIM-E-O model.

SAVE SPACE AND TIME **with EASY-FILE CLIPS and EASY-FIND INDEXES**

MIM-E-O STENCIL FILES CO.
1051 N. Paulina Street • Chicago 22, Ill.

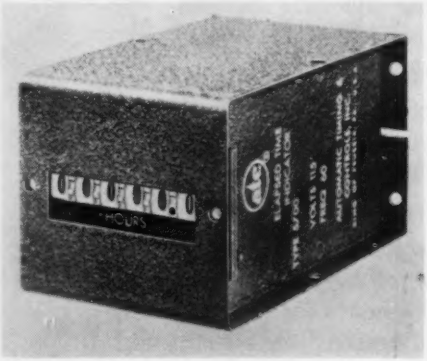
500 Distributors . . . coast to coast, to help you solve your stencil or offset filing problem.

For More Information Circle No. 323

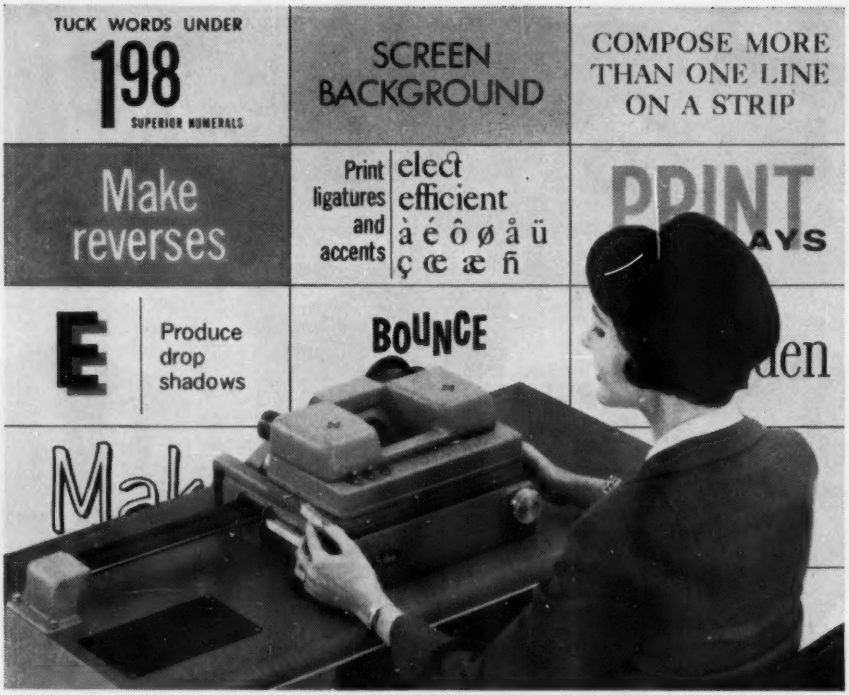
tomed desk lamp base, C-clamp with two buttons and other optional equipment are extra. Buttons are 20c each and available in types and styles for mounting on any kind of surface. **For More Information Circle No. 144.**

MACHINE TIMER

Automatic Timing & Controls, Inc., King of Prussia, Pa., announces the Model 5700 Elapsed Time Indicator which can be included as standard equipment or added to existing office or production machinery for $10 or less. The tamperproof timer operates only when electrical equipment is energized. Easily installed, it records exact time machine has operated and provides reliable indication of time for servicing and replacing parts. It reduces down-



time and repair bills and is ideal for substantiation of time for manufacturer's guarantees or rental-basis operation. Designed for either flush mounting requiring a rectangular hole 2 3/16″ high x 2 13/64″ wide, or top, bottom or back mounted. The device is easy to read because its six wheels have large black numerals on white nylon; dial range is 99,999.9 hrs., or 99,999.9 minutes with 1/10 hour or 1/10 minute minimum indication. Will operate on 115 volts, 60 cycles; 230 volts, 50 cycles; 230 volts, 60 cycles; 24 volts, 60 cycles. Consumes less than four watts at 115 volts, 60 cycles. **For More Information Circle No. 156.**



Look what the Typro can do!

(and this is just a sample)

The Friden Typro is a precision photo composing machine that does more lettering and headline jobs than any other machine of its kind. You can have 15 fonts in the machine at one time (from a choice of 1800, in 6 to 144 point), and you change fonts in an instant. Composing operation is simple: just dial and expose. The perfectly aligned characters—even whole words or logotypes—come out razor-sharp and ready for paste-up.

Why not find out how one can fit into your organization? Talk to your Friden Man. Or write: Friden, Inc., San Leandro, Calif.

THIS IS PRACTIMATION: automation so hand in hand with practicality there can be no other word for it.

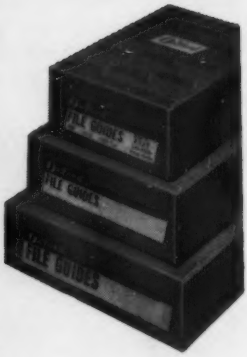
Friden

Sales, Service and Instruction Throughout the U.S. and World

For More Information Circle No. 239

Oxford®

THE FIRST NAME IN FILING



When it's a question of filing supplies, the answer is Oxford. Your franchised Oxford dealer has the right item at the right price, size, quality and design to fill your every filing need. See him today. For information on the full Oxford filing supply line, write for a *free* 60-page Oxford catalog.

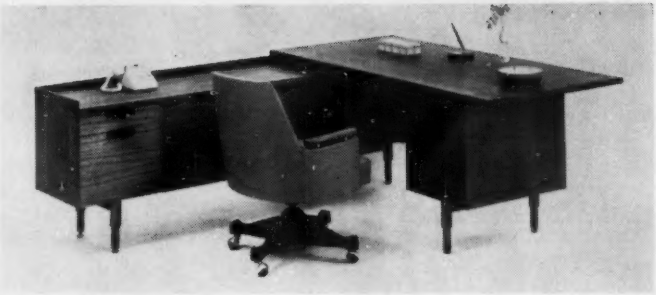
Oxford Filing Supply Co., Inc.
157 Clinton Road, Garden City, N. Y.

In Toronto, Luckett Distributors, Ltd.

THE LAST WORD IN FILING SUPPLIES

For More Information Circle No. 247

FURNITURE

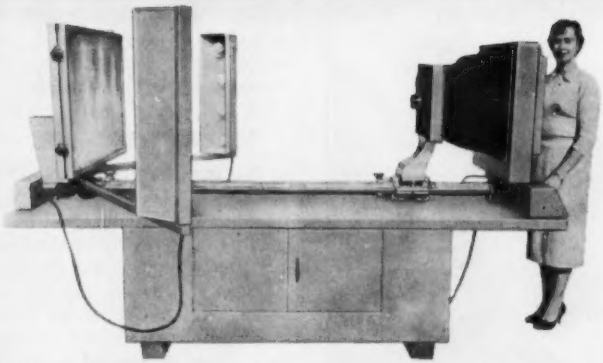


Costa Mesa, affiliate of Vista Furniture Co. 1040 N. Olive Ave., Anaheim, Calif., makes the Series 4000 group of desks and matching office chairs. Desks have generous work and storage areas in a variety of sizes and unit combinations. Cases are made with walnut panels over durable steel frames. Legs are solid walnut with anodized ferrules and adjustable leveling glides. All tops are available in walnut wood or a variety of plastic laminates. Styles range from small pedestal and typing desks to larger units with L-sections which are easily assembled with snap catches. Drawers are suspended on nylon rollers and come in a variety of combinations. Free standing hutch and accessory work table also available. For illustrated brochure showing complete line, **Circle No. 412.**

LAMINATING MACHINE

General Binding Corp., 1101 Skokie Highway, Northbrook, Ill., announces the 9-LD laminator, employing an electronic system of heated rollers that applies heat and pressure simultaneously at the exact

Now... choose from 4 Miller-Trojan SHARPSHOOTER models!



This new model Sharpshooter has a 24" x 36" copy board, reduces 5 times, enlarges 2 times, makes negatives up to and including 14" x 18". Can be modified further to handle larger copy or make larger negatives. Other Sharpshooters include: standard 11" x 14", 14" x 18", and the M-3 (designed especially for Ektalith, Gevacopy and Xerography). Camera training courses now in session. Write for equipment catalog and information on training.

Miller-Trojan Co., Inc. • Troy, Ohio

For More Information Circle No. 297

SYNTRON
VIBRATORY

BUSINESS FORM
JOGGERS

Eliminate slow, time consuming manual jogging methods—increase office efficiency. Let Syntron's high speed (3600 vibrations per minute) Business Form Joggers do all your paper aligning work—business forms, checks, invoices, mail, etc. Syntron Paper Joggers are complete units—simple to operate—easy to use. Designed for fast, dependable, trouble-free service. Available in a variety of sizes and styles—table deck, divided deck or bin type.

STOP WASTE
INCREASE
EFFICIENCY

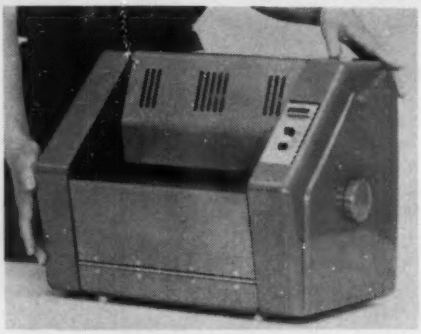
For
information
write
to . . .

6IPJ2

SYNTRON
SYNTRON
715 Lexington Avenue
Homer City, Pa.

For More Information Circle No. 385

points where the laminating occurs. It will laminate continuously at approximately 6 ft. per minute and can accommodate materials up to 8½" wide including ordinary paper stock and heavily grained card stock to a thickness of 1/16". Machine will hold 500 ft. of laminating film. Because of its simplicity of design,



inexperienced operators can load and thread it easily. Three-position switch operates electrical controls. Since motor circuit is controlled thermostatically, it is impossible for an operator to run film when the laminator is not correctly heated, reducing waste. The laminator is a compact office machine which operates on line voltages from 105-volt to 120-volt AC 60 cycle, and draws less than 6 amps. under heaviest use. **For More Information Circle No. 164.**

MONEY VERIFIER, CHANGER

National Rejectors, Inc., 5100 San Francisco Ave., St. Louis 15, Mo., announces a machine which identifies and accepts paper money of more than one denomination, as well as coins. Currently in production is a $1 and $5 bill changer. Universal Match Corp., the parent company, and another subsidiary, National Vendors, Inc., have developed a currency handling automatic merchandiser which dispenses 36 items for $1 and $5 bills and coins in any combination up to $9. The company is developing devices to handle $1, $2, $5, $10 and $20 bills. Machine rejects counterfeits or foreign bills, returns change for a $1 bill or four $1's and

New, small parcel post scale computes postage

The new Pitney-Bowes Model 3740, with 40 lb. capacity, saves rate computing, postage errors, mailing time. Shows exact postage for any package by surface or air, for all zones, with large, lighted, easily legible figures.

Double gunsight lines insure selection of the proper rates, help prevent the overpayment or underpayment of postage.

Registers exactly regardless of position of package on curved platform. Scale action can be slowed or speeded by operator.

With today's high time and postage costs, the 3740 soon pays for itself. Ask the nearest Pitney-Bowes office to show you the PB line of letter and parcel post scales. Or send for free literature.

FREE: *Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*

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For More Information Circle No. 205

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Write for Circular, Prices

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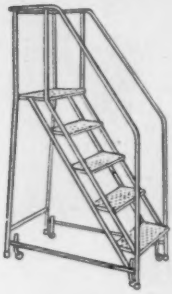
For More Information Circle No. 315



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For Filing Rooms, Stock Rooms, Vaults

Strong—Easy to Move, Easy to Climb.

Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 13 heights — 4 widths. Send for Circular 56-O and prices.

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For More Information Circle No. 316

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Send us a short account of an unpublished, amusing office occurrence. If we publish it, you'll receive $25. Your name and firm will not be printed if you so indicate. Unused contributions cannot be returned. Address: Anecdote Editor, THE OFFICE, 232 Madison Ave., New York 16, N. Y.

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each		.39c
1 dozen		$3.25 per dozen
3 dozen	Colors may	3.10 per dozen
6 to 11 doz.	be assorted	3.00 per dozen
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2 Gross up		24.00 per gross

If not completely satisfactory in all respects, return within 10 days after receipt of pens and your money, plus postage, quickly, cheerfully refunded. You can't lose. That's fair enough, isn't it? Now, buy in quantity at wholesale prices, and really SAVE. Order from:

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166 South Washington St., Wilkes-Barre, Pennsylvania

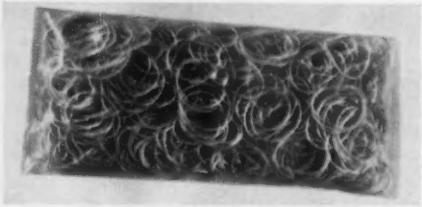
For More Information Circle No. 317

change for a $5 bill. A larger U. S. bill will be rejected. Machine is 52" high, 24" wide and 31" deep; weighs 535 lbs.

Fully loaded, it holds $650 in currency and coins. Operates on regular 60 cycle, 115 volts. **For More Information Circle No. 149.**

RUBBER BANDS

Alliance Rubber Co., Franklin, Ky., introduces a change in its packaging of rubber bands. In addition to regular packaging in 1 oz., ¼ lb. and 1 lb. boxes, they now offer ¼ lb. quantities of top



quality Pale Crepe Stationery Bands in reusable plastic envelopes of assorted sizes or specific sizes (all 14's, all 16's, etc.) according to requirements. Plastic envelope is reusable by the secretary as a make-up case, for storing paper clips or bobby pins, or providing protection for nylon hosiery. For samples, **Circle No. 133.**

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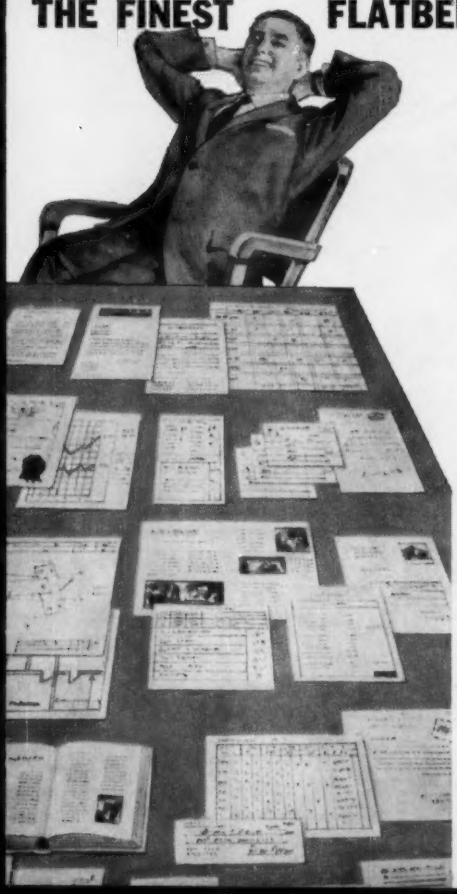

The all new TRU-FAX photocopier and the reliable line of TRU-FAX photocopy supplies were created to meet the needs of large and small offices alike. **Superior Reproduction**—Copies are sharp black on bone white, photo-exact. **Copies Anything**—From all colors of print, pencil, hectograph, ball point, rubber stamp, blueprints, books, and magazines. **Delights Operators**—Timer and all operating controls on front panel. Works at flick of switch. **Versatile—Time Saver**—Will outperform any photocopying machine at any price. Uses "diffusion" or "stabilization" type papers and developers. Exposes copy in less than two seconds.

Circle No. 266

Specialists in...

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For More Information Circle No. 204

DESKS

Hoosier Desk Co., Jasper, Ind., announces the Alpha Series, a high style, functional, modular grouping of fine wood office furniture with rigid steel pedestal supports. Features of the line are walnut exteriors, A-frame or H-frame steel leg standards with glides on desks, 1″ square steel legs with adjustable glides on cabinets, full extension drawer slide on all file drawers, extruded aluminum drawer pulls in satin brass or satin aluminum finish. Tops are five-ply, 1¼″ thick, edged with a concealed 2″ rim of modern design. Plastic tops are available at extra cost. **For More Information Circle No. 183.**

OFFSET FLUIDS

Van Son Holland Ink Corp. of New England, 286 Summer St., Boston 10, Mass., announces that Holland Windmill spray products are being packaged in larger cans. These cost up to 10% less, in some cases, or else containers are up to 25% larger. New packages and price reductions also have been announced for Mirepel Red Fountain Concentrate in reusable plastic gallon containers and quart bottles. Gallon price was reduced from $10 to $8.50. **For More Information Circle No. 153.**

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Speed Use

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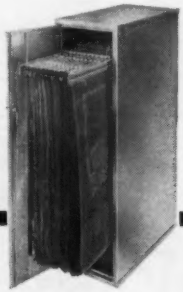
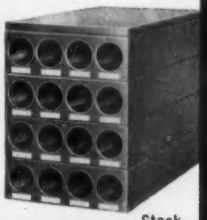


Security cabinet files



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5204 Chakemco St., South Gate, Calif.
251 S. River St., Aurora, Illinois

For More Information Circle No. 393

DESKS

Central Desk Mfg. Co., 454-56 Armour St., Chicago 22, Ill., introduces its Top Brass line of office furniture. The executive desk has a 60″ x 30″ walnut grained Decarlite plastic top with 6″ front overhang. Legs are polished brass with adjustable glides. Walnut paneling is used on all exposed surfaces. Secretarial L-unit, with modesty panel completely surrounding both desk and return, has 60″ x 30″ and 42″ x 18″ plastic tops, two or three drawer pedestal on desk and three drawer pedestal with stationery rack in return. Polished brass legs on pedestal and H-leg unit under desk corner have adjustable glides. Walnut bookcase for group has polished brass legs and measures 26″ wide, 15″ deep, 26″ high, with plastic top; holds over 50 books. Available is a matching wastebasket. **For More Information Circle No. 111.**

MICROFILM READER-PRINTER

Federal Mfg. & Engineering Corp., 1055 Stewart Ave., Garden City, N. Y., announces two microfilm reader-printer-copiers, Federal Micro-Mate and Micro-Mate Jr. Micro-Mate accepts 16mm or 35mm microfilm transparencies, strip film and tab card mountings. Prints up to 18″ x 24″ (9″ x 14″ on the Micro-Mate Jr.) are made in about ten seconds. No darkroom or dryer are needed since the slightly moist prints dry in less than a

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We offer the top quality line of nylon typewriter ribbons in a new and most exciting assortment of plastic packagings, to a qualified American distributor for sale in the U. S. In addition to top quality and handsome packaging, the appealing prices are sufficiently low to guarantee a ready market, continuous repeat business and good profits to the U. S. A. distributor.

Ets. L. DELPLANQUE — GUYENNE
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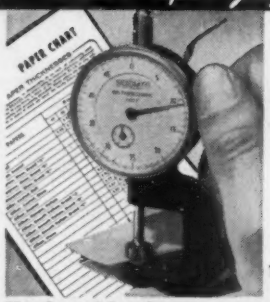
For More Information Circle No. 299

End Paper Stock Guesswork with
MICRO-MITE
NEW INSTANT-READING PRECISION
Dial Paper Gage



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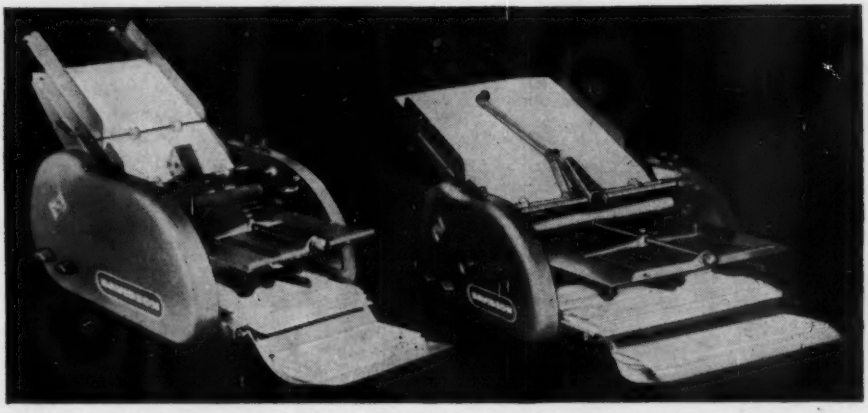

One of these two compact, smartly styled EMBEE FOLDERS is designed to meet your needs.

See for yourself how an EMBEE FOLDER saves time, space, money!

Next time you have a big folding job, try out a compact, handsome EMBEE FOLDER. In that way you can see for yourself the greater speed, efficiency and cost-cutting economy of EMBEE FOLDERS.

One EMBEE FOLDER can actually do the work of more than 14 people when it comes to folding. It will handle 12,000 8½" x 11" sheets an hour! And with simple attachments, your EMBEE can slit, score or perforate...*while it folds*. Speed is variable, feed is automatic, folded sheets are neatly stacked for you. Choose any fold you want...the EMBEE gives you four basic ones with infinite variations.

EMBEE FOLDERS pay for themselves many times over in time and money saved. Call us today. Let us demonstrate EMBEE efficiency. Consult the "Yellow Pages" for our office nearest you or return the coupon.

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For More Information Circle No. 274

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for single tray, 4 risers.
Grey, beige or mist green.

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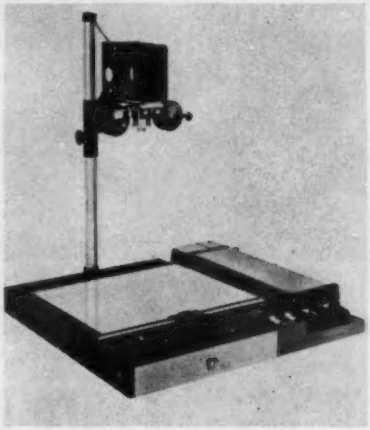
For More Information Circle No. 390

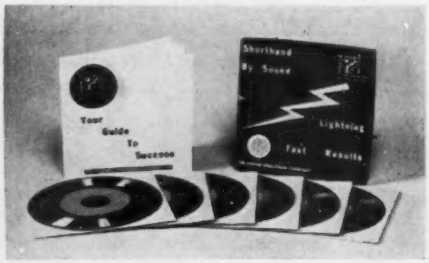
minute at room temperatures. Micro-Mates reproduce from copy of any color and can be operated by nontechnical office personnel with about ten minutes training. The Federal Micro-Mate and Micro-Mate



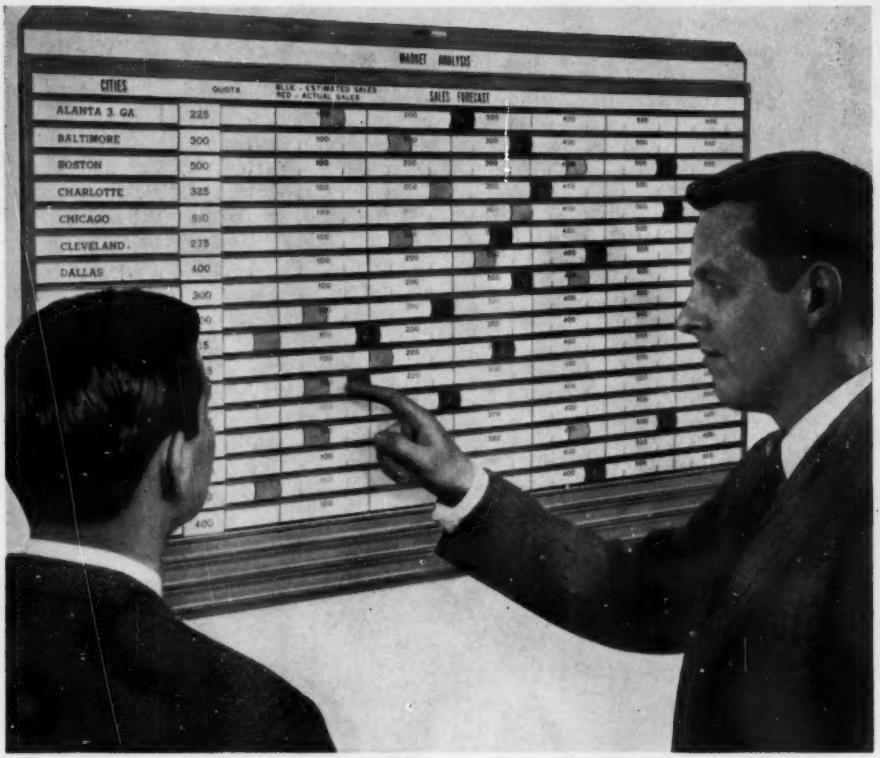
Jr. cost $695 and $395 respectively, complete with projector, easel, processor and automatic timer. Other applications for the Micro-Mate microfilm reader-printer include use as a standby copying machine since it can copy typed or printed material, sketches or illustrations. For full details, **Circle No. 139.**

SHORTHAND TRAINING RECORDS

Sound Education Co., Box 414, Port Huron, Mich., offers "Shorthand by



Sound," recorded instructional dictation set to assist students in developing short-



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Acme Control Panels adapt to your exact needs: Unlimited charting possibilities. Transparent colored signals flag due dates, reorder levels, quotas, goals. Signals slide smoothly . . . override or by-pass each other.

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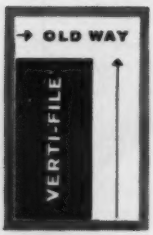

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For More Information Circle No. 240

Royal®
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hand speed. Set contains six 45 rpm recordings plus a guide to business phrases, brief forms and vocabulary drills. Price is $4.98. **For More Information Circle No. 415.**

STOCK CART

Win-Holt Equipment Co., 306 Main St., Hempstead, N. Y., announces an all-purpose stock cart with a capacity of 250 lbs. Its jumbo sized basket of welded steel

wire measures 35" x 18" x 15". Wheels are 5" x 1" solid rubber ball bearing with swivel casters. Price is $24.75. **For More Information Circle No. 179.**

RIBBONS

for the

Honeywell-Datamatic Printer

PRICES ON REQUEST

H. M. STORMS COMPANY

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For More Information Circle No. 370

NOW! You Can Double the Productive Output of Your EDP Equipment with PEE CEE Pressure Sensitive Labels

YOU CAN KEEP your tabulating equipment operating more hours per day, efficiently . . . economically . . . with PEE CEE machine accounting pressure sensitive labels..

YOU CAN TRANSFER existing input data to PEE CEE fan fold or roll pin feed labels for such important operations as inventory control, account distribution, file storage, bin markers, recorded reel identification, account ledger, file folder, addressing and many other uses.

NEW pastel colored pressure sensitive labels for index filing.

NEW super strength pressure sensitive labels for extreme high-speed tab machine conditions.

FREE! PEE CEE'S NEW BROCHURE... Shows actual application of various machine accounting uses of PEE CEE pressure sensitive labels... FILL OUT COUPON—MAIL TODAY.

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For More Information Circle No. 298

SOFT DRINK VENDER

La Crosse Cooler Co., 2809 Losey Blvd., La Crosse, Wis., offers the EC-81 coin-operated upright bottle vender de-

signed in a variety of standard colors to fit the decor of any office or plant. It dispenses 81 8-oz. bottles of cold soft drinks and has room for another 28 bottles in its pre-cool section. Only 61½" high, machine occupies 3.7 sq. ft. of floorspace. **For More Information Circle No. 413.**

OFFSET BLANKET

Vulcan Div., Reeves Bros., Inc., 1071 Ave. of the Americas, New York 18, N. Y., offers special individual packing with its line of offset duplicator blankets. Grade A Durofyne blankets are available in red, black and green in sizes fitting all current models of offset duplicating machines. Individual packing protects the delicate blanket surface from dust, scratches, abrasion; and makes stocking easier. Each Durofyne package has the size and model printed on the ends for easy identification. The blanket is rolled inside the carton to conform more readily to the cylinder shape when put on the press. Each carton also contains a bulletin with hints on the proper use and care of offset blankets to increase blanket life. **For More Information Circle No. 132.**

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Apply Perfe-Pick to your fingertips and see how fast, fast you handle sorting of papers now! Perfe-Pick coats your fingertips with a greaseless, stainless, transparent film that lets you pick and sort papers at a faster clip than ever before. One application is long lasting and is easily rinsed off.

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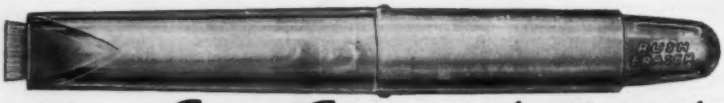

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A light touch removes a single letter, or a word—quickly and neatly—without carbon shield. Beautiful life-time plastic case, reloads with long-lasting FybRglass Refills (2 for 25c) in 15 seconds. Order from dealer or send 50c and dealer's name.

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For More Information Circle No. 378

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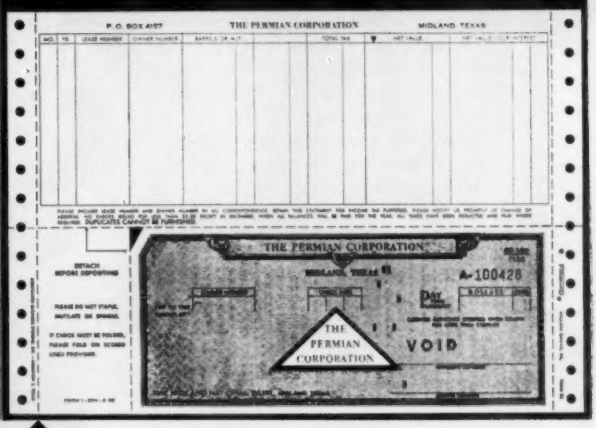

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Samples on request — sales representatives in principal cities

For More Information Circle No. 318

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For More Information Circle No. 300

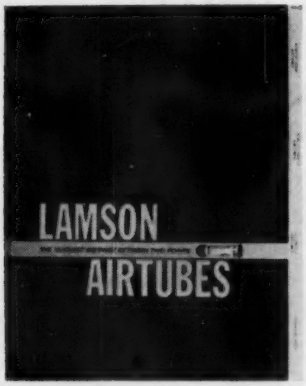
Literature FROM THE MANUFACTURERS

DATA PROCESSING ACCESSORIES

General Fireproofing Co., Youngstown 1, Ohio, describes its accessory equipment for data processing in a two-color, 48-page brochure. Complete specifications and descriptions are given, and each item is illustrated. Included are GF vertical tab card files, wall storage racks, sorter and storage racks, vertical cross trays, tub files, card tray racks, horizontal tab card files, Super Carders, tab card trays, tab card drawer units, card tray trucks, key punch files, control panel storage cabinets, panel wiring work stations, sorter racks, tape storage shelves, tab card horizontal and vertical file indexes and Goodform chairs. For a copy, **Circle No. 414.**

PNEUMATIC TUBE SYSTEMS

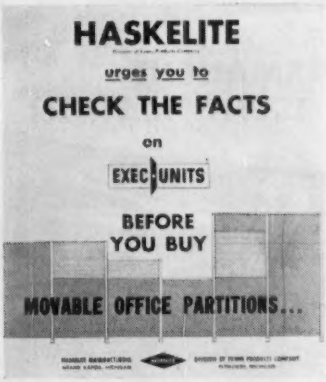
Lamson Corp., Syracuse 1, N. Y., has published a 40-page illustrated catalog on Lamson Airtubes with an introduction on the problems of paper handling. The



reader is introduced to the time-cost factors of business paper handling, and the pneumatic systems defined and discussed are the conventional, semiautomatic and automatic. Each unit is fully illustrated and its operation detailed. A section is directed to engineers and architects, and deals with the components of each type of Lamson system. This section is illustrated with engineering drawings including appropriate measurements. Although available as a complete catalog, the book is designed so that each of the units mentioned above can be supplied individually. Since literature on paper conveyor systems is not exactly overabundant, this catalog should prove valuable for reference. For a copy, **Circle No. 174.**

PARTITIONS

Haskelite Mfg. Co., 701 Ann St., N.W., Grand Rapids 2, Mich., offers a 20-point checklist for buyers of movable partitions.



Exec-Units are flush and thin, lightweight, adaptable to any building situation, dimension or job change. Locking device can be tightened or adjusted at any time without dismantling assembly or moving glass. The brochure also lists corporations now using the partitions. For a copy, **Circle No. 165.**

TAPE SPLICERS

Prestoseal Mfg. Corp., 37-27 33rd St., Long Island City 1, N. Y., offers a twelve-page, two-color Prestoseal Catalog, which outlines the beginning of the company, the founder's inventions which led to Presto-Splicers, and describes the company today. It also gives complete descriptions of the company's splicers and aperture mounters for film and tape splicing, data processing and data storage. For a copy, **Circle No. 182.**

FILE REFERENCE CHART

Atlas Stencil Files Corp., 16716 Westfield Ave., Cleveland 10, Ohio, offers the Atlas Reference Chart listing many sizes and types of offset plates, negatives, duplicating stencils, accounting forms, artwork, swatches, blueprints and odd size forms that may be housed in Atlas vertical filing systems. Shows correct hangers and cabinets for each item. **Circle No. 167.**

WEB OFFSET PAPER

Oxford Paper Co., 230 Park Ave., New York 17, N. Y., describes the dynamic changes that have taken place in the web offset process during the past few years in a brochure, "Paper and Web Offset Printing." Written in laymen's language, it approaches the pros and cons of web offset with an impartial point of view. For a copy, **Circle No. 175.**

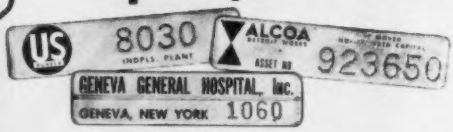
SAVINGS & LOAN

Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn., offers a 35-page illustrated booklet outlining time and money saving applications for copying machines in savings and loan associations. Compiled after extensive field research, it examines all phases of savings and loan operations, pointing out where copying machines may be used to provide increased economy. For a copy, **Circle No. 166.**

SERIALLY NUMBERED
Autographs

PERMANENT IDENTIFICATION

for Positive Property Control



Identify your furniture, fixtures and equipment positively and permanently with attractive, reliable Serially Numbered "AUTOGRAPHS". Mount them quickly, easily, *effectively* "out-front" on any clean surface . . . *without tools or awkward fastening devices.* Used for profitable Property Control for more than a decade by thousands of businesses, institutions and government agencies. *There is a reason!*

METALcraft INC.
MASON CITY, IOWA

Write for "try before you buy" samples and a 16-page booklet, "How to Plan a Profitable Property Control Program."

For More Information Circle No. 381

wastebaskets look better, last longer!

Contemporary design fashioned from rugged armored fiber glass—key to Fiberlite's new look that lasts! This material laughs off strong caustics . . . cleans easily . . . won't stain, rust or leak. And pigmented all the way through for permanent color. It's next-to-impossible to chip or scuff. Dress up your office with Fiberlite . . . in decorator colors to match.

*See your G/W dealer for the complete line of "Secretary Approved" office accessories or write us direct. Dept. X-7.

GLOBE-WERNICKE®

THE GLOBE-WERNICKE CO.
NORWOOD, CINCINNATI 12, OHIO

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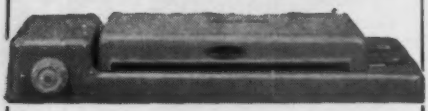
The Incredible

POLYMICRO

UNIVERSAL COPIER



...THE YEARS—AHEAD CONCEPT FROM FRANCE!

...a revolutionary reproduction process capable of many diverse applications, with a speed, quality and economy never before possible! So versatile, it makes micro-film blow-backs, commercial quality glossy prints, engineering drawings and intermediates, stat prints, high quality litho proofs and negatives...all exposed, developed and permanently stabilized in seconds ...in widths up to 42 inches ...at a cost of just pennies each!

Write today for brochure listing dozens of unique POLYMICRO* uses.

Burton Mount Corp.

Exclusive U. S. Distributor
2147 Jericho Turnpike
New Hyde Park, N.Y. Pioneer 1-7770
(Dealer Inquiries Invited)

* Manufactured by Societé Polyclair, Paris, France

For More Information Circle No. 391

FILING SYSTEMS

Office Equipment Mfg. Co., Inc., 2212 Summer St., Dallas 2, Texas, describes uses for its Perma-Pak all purpose storage boxes, Permafiles for larger storage, and Perma Snap Bindr protector for ac-

tive and inactive tabulated sheets and forms, in a two-color, 16-page brochure, "Your Handy Guide to Office Storage." Complete prices and specifications are given for each item. Permafile storage boxes can be combined with a Perma-Shelf to provide the same storage area, in only 4⅓ sq. ft. of floorspace, as four four-drawer file cabinets which occupy 12 sq. ft. Also available are storage cabinets for Perma-Paks that blend with any office decor. For a copy, **Circle No. 176.**

TRANSFER FILMS

Ampto, Inc., Newton, N. J., subsidiary, Anken Film Corp., offers a four-page pamphlet which is also a price list, that describes the company's six different types of positive films and the special waterproof negative papers recommended for use with them, also three Ampto translucent positive papers and several transfer negatives. For a copy, **Circle No. 169.**

MAIL SCALES TEST

Pitney-Bowes, Inc., 94 Walnut St., Stamford, Conn., describes a simple mail scale test anyone can make, using an ordinary silver dollar, in an eight-page booklet,

Feet that must stand all day to accommodate their owner's occupation put a frown on the face as surely as if they were directly connected. To keep a warm, welcome-customer smile on that face, even near closing time, the feet must receive proper support all day long.

Hygienic Foot-Comfort Mats and Runners provide that support. They're scientifically designed to distribute body weight, relieve back strain and reduce fatigue. Soft, but not mushy, they last for years — pay for themselves by increasing employee morale and efficiency.

HYGIENIC
Foot Comfort
CUSHIONS

- A choice of marbleized colors to enhance your office decor
- Lengths and widths for any station
- Smooth, easy to clean surface
- Beveled edges for safety and appearance.

See your office supply dealer or write to:

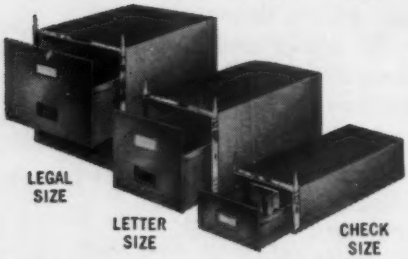
THE HYGIENIC DENTAL MANUFACTURING COMPANY
FLOORING DIVISION, DEPT. E
AKRON 10, OHIO

For More Information Circle No. 241

STORE 'EM
PRONTO
FILE 'EM
PRONTO
FIND 'EM
PRONTO

Free your expensive files by transferring your old records into low cost Prontos and use your expensive steel cabinets over and over again.

20 DIFFERENT SIZES
a size for every office record



Find out why top companies everywhere use PRONTO STORAGE CABINETS for their old records. Fill in the coupon below and attach it to your letterhead . . . We will arrange a Pronto Demonstration at your convenience.

PRONTO FILE CORPORATION
415 Madison Avenue, New York 17, N. Y.

☐ Please send me your latest Pronto catalog.
☐ Have your representative call for demonstration.

Name_____
Address_____
City_____ Zone____ State____

For More Information Circle No. 394

"Guessing at Mail Weights Can Hike Your Postage Costs." The booklet explains that poor scales result in two kinds of errors: overpayment which wastes postage, and underpayment which results in postage due, delivery delays and annoyance to recipient who has to pay the difference. For a copy, **Circle No. 170.**

AUTOMATIC STAPLER

Thomas Collators Inc., 100 Church St., New York 7, N. Y., describes its automatic stapler which can be integrated with the operation of Thomas' Gathermatic collator for fully-automatic collating and stapling. It can also be used independently as a hand-feed unit. Standard equipment includes an automatic counter and jogging table. For this literature, **Circle No. 173.**

DUPLICATING PROCESSES

Ditto, Inc., 6800 McCormick Rd., Chicago 45, Ill., offers two booklets concerning direct process and offset duplicating: "101 Ways to Save with a Ditto Direct Process Duplicator" and "New Road to Profits with the Ditto Offset Duplicator." Each booklet fully explains the duplicating process, showing by a simple step-by-step method, how copies can be produced quickly and inexpensively. The booklets list types of businesses using the duplicators and describe how the machines provide the basic one-writing system advocated by Ditto. For copies, **Circle No. 177.**

BINDER TAPES

Ozalid Div., General Aniline & Film Corp., 518 Corliss Lane, Johnson City, N. Y., offers an illustrated folder describing Tesaborder Edgebinder and Tesabore tapes for quick, economical binding of documents, drawings and other valuable records. The Tesaborder clamps to the edge of a table or desk top and quickly binds the edges of documents with tape. A simple cranking action of the machine will put either a protective edging around documents or bind them together in book form. Ozalid supplies two types of Tesaborder Tape, either thread-reinforced in crinkle finish, or plain, clear vinyl. For a copy, **Circle No. 168.**

You can get long savings on short runs

with Polykote Offset plates— and they couldn't be easier to work with!

For line work, Ben Day and simple halftones, you can't beat the economy that Polykote presensitized plastic-fiber plates give you.

Polykotes are fast and easy to prepare. Their exposure time is one-third of that required for metal plates, and their wide exposure latitude makes it easy to get clean, sharp images every time. Processing is extra fast because it's done *on the press.* Now you can get more plates made, and more jobs "on the way."

Economical, too, Polykotes cost one-third less than metal plates. And they can be saved for later re-runs. If changes are necessary, they're easy to make – right on the plate.

Find out how Polykote plates can make your short-run work easier—send in the coupon today for more information. You'll also receive a handy Offset Blanket Reference Guide.

Manufacturers of Graphic Arts Supplies

POLYCHROME CORPORATION

2 Ashburton Avenue, Yonkers, New York

Please send me more information on Polykote plates and my free Offset Blanket Reference Guide. G7

We have.....size offset presses

Name.....

Firm.....

Address.....

City.....State.....

For More Information Circle No. 254

NEW Paper Welder

Fastens Paper Using Nothing But the Paper Itself!

- No Refills
- No Clogged Machines
- No Staples to Remove
- No Bulky Files
- Paper Easily Unlocked, No Tearing
- Welded Papers Lay Flat

It Costs Nothing To Press The Handle

A precision made instrument with handsome chrome finish. It is new, novel, smooth, silent, and efficient in operation. Never needs refilling. It will weld up to six sheets of 16# paper. Modernize your office with this time and money saving office appliance. An ideal gift with name engraved on the handle. If your dealer cannot supply you, write direct. Dealer inquiries invited.

PAPER WELDER, INC. Medina, N. Y.

For More Information Circle No. 345

3 PHONE PROBLEMS SOLVED

1. Safeguarding privacy.
2. Quieting the office.
3. Better hearing—noisy places.

HUSH-A-PHONE

Model for all types of phones and dictating machines.

Write for Literature

HUSH-A-PHONE
72 Madison Ave.
New York 16

For More Information Circle No. 346

System Simplifies Back-Order Processing

A ONE-WRITING order procedure has cut the time and costs involved in processing back-orders, simplified clerical operations, and speeded service to customers at Karl A. Neise, Inc., New York, sales agency and distributor of precision machine tool accessories. The number of items sold runs well into the thousands. A large percentage of incoming orders can be shipped from stock but, because of stock fluctuations, all items are not always available. This creates a continuous back-order problem which is compounded by the fact that often three or four back-orders are required before some orders are completely filled.

Previous to the introduction of an Ormig Electronic Line Selector, an effective but costly and time-consuming procedure was used to handle these partial orders. All the necessary documents and tickets needed to process an order from inquiry through shipping and invoicing were created manually. This imposed a heavy clerical burden and the constant transcription of information from one paper to another left many openings for human error. To prevent mistakes, every document was rigorously checked and rechecked.

Under the new system, incoming orders are first separated into three categories: (1) orders which can be delivered immediately from stock; (2) orders on which only partial shipments can be made; (3) those which must be back-

At Karl A. Neise, Inc., New York, an Ormig Electronic Line Selector provides fast and economical processing of back-orders. All forms are produced from one master.

ordered completely. A comprehensive hectograph carbon master, containing all order information needed for stock control, shipping, invoicing, statistical purposes, and back-order handling, is created. This single master thereafter becomes the point of reference for that order.

The master is headed with such information as customer's name, shipping address, code number, date of order, salesman. On the body of the master, all data pertaining to each item of the order are entered on separate lines. This includes code number, package number, quantity ordered,

VOUCHER & PAYROLL

MAGNETIC INK

ENCODED CHECKS

SEND FOR SAMPLES AND PRICES

The Carbon Business Forms Co.

880 East 72nd St. Cleveland 3, Ohio

For More Information Circle No. 358

FIRST | IN QUALITY IN PERFORMANCE ATLAS

VERTICAL FILING SYSTEMS

- FAST
- EFFICIENT
- ECONOMICAL
- SAFE

FOR
NEGATIVES • OFFSET PLATES
STENCILS • SKETCHES • ARTWORK
MASTERS • X-RAYS

ATLAS HANGERS AND CABINETS

Only Atlas manufactures a complete line of cabinets and hangers in 11½", 14", 18", 22", and 24" widths.

DNP Hangers (illustrated)—for offset plates and negatives

SH Hangers—for serrated edge offset plates

PH Hangers—for pinhole edge offset plates

PSC Hangers—for straight edge plates, negatives, stencils

DSH Hangers—for standard stencils

DGR Hangers—for foreign heading stencils

File-Grip (TM) Hangers—for large offset plates, blueprints, maps, etc.

Write For Complete Literature

ATLAS STENCIL FILES CORP.

16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 359

COLORED SIGNAL CHANNELS ARE POSITIVE REMINDERS

You!

NEED THIS BUSINESS SAFEGUARD—

to follow up "time due" records such as purchase orders, collections, insurance, contracts, quotations, production schedules, etc. Green signal channel for the months—red signals for the day.

SEE YOUR LOCAL STATIONER AND SPECIFY SMEAD PRODUCTS

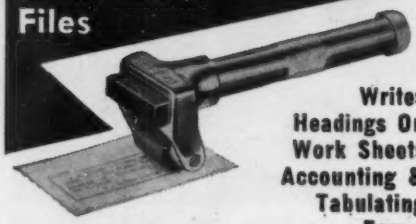
SMEAD MANUFACTURING COMPANY, INC.
Hastings, Minnesota

CHICAGO • LOGAN, OHIO • LOS ANGELES

For More Information Circle No. 281

ZIP-O-RITER

Addresses Directly from Card Files



Writes Headings On Work Sheets Accounting & Tabulating Forms

INDISPENSABLE FOR
MANY OFFICE ADDRESSING & DUPLICATING PROBLEMS.

Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

S & M DISTRIBUTING CO.
3875 GARLAND ST., WHEAT RIDGE, COLORADO

For More Information Circle No. 283

IBM 1401 PROGRAMMING TRAINING

Home Study Courses for people without technical training or experience.

Write for Free Catalogue

Business Electronics Inc.
Computer Department
420 Market Street
San Francisco 11, Calif.

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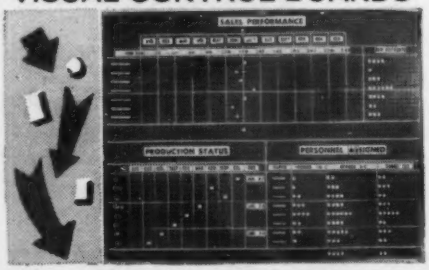
magnetic

VISUAL CONTROL BOARDS



Make Card and Peg Systems Obsolete

No fuss . . . no mess with cards, pegs, or other signal devices with "Maggie" Control Systems. Permanent colored magnetic indicators that move with fingertip ease offer the easiest, quickest way to chart sales, production, inventories, traffic, etc. The first cost is the last cost because there are no cards or pegs to replace.

Packaged kits—board and magnetic indicators—begin at $49.50.
For further information, write to:

maggie magnetic visual aids corp
11 West 42nd Street • New York 36, N. Y.

For More Information Circle No. 284

quantity shipped, quantity on back-order, date shipped, stock number and description. Also, for bookkeeping and invoicing purposes, clerk enters unit price, quantity discounts, net price for each item, extension amount and total. Extensions on each item and total are computed on a Burroughs billing machine which prints on the master.

The two forms used (house order and invoice) are integrated on the master with house order data grouped in columns on the left side and the invoice data in columns on the right. Description is entered in a center column where it is available to both forms.

From this master, clerk runs off acknowledgement copies, house orders, shipping papers, packing lists, invoices, inventory cards, and whatever other documents may be required. Royal McBee Keysort cards are run off from the invoice side of the master for statistical purposes, and back-order cards are run off from the house order side.

On each of the back-order and statistical cards are reproduced only that data for which the card was created. There is no need for further visual analysis or "picking out" information. Each card is then ready to be punched on a Royal McBee Key Punch and filed.

When the Ormig operator pushes the appropriate selection buttons, the duplicator selects from the master the items to be shipped and reproduces these on the invoice, shipping and other forms. The machine then imprints a separate card for each back-ordered item, showing the heading common to the entire order as well as a description of the particular item. The operator se-

have you tried Codo Silk Ribbons?

Codo-

MANUFACTURING CORP.
DEPT. O
Leetsdale, Pa.

Please send samples

Name.....

Address.....

City.....State.....

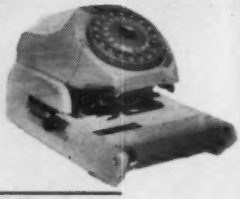
For More Information Circle No. 303

THE PRINT-O-MATIC CO., INC.
724 W. WASHINGTON BLVD. • CHICAGO 6, ILL.

For More Information Circle No. 365

NIPPO WELLON
Electric Check Writer

Just turn the dial—that's all, and Presto!—the amount is automatically and clearly perforated.



YOKOHAMA, JAPAN
NIPPO MACHINE INDUSTRY CO., LTD.

For More Information Circle No. 362

MAP BIN FILE

THE LOW COST WAY TO FILE ROLLED MAPS, DRAWINGS, TRACINGS, ETC.

Heavy gauge steel bin, baked enamel finish, protective rubber bumper all around. Rolled items quickly located and refiled. Ideal in a limited working area.

40 HEAVY-DUTY CARDBOARD TUBES, 2" DIAM., 36" LONG.

BIN: 22 x 9 x 27 3/8

WITH FREE PLASTIC COVER
ORDER TODAY — SHIPPED FROM STOCK
F.O.B. TULSA, OKLA.
Weight 31 lbs.

$33.00

SCOTT-RICE CO.
619 SOUTH MAIN ST. TULSA 19, OKLA.

For More Information Circle No. 363

FEDRON
Platen Reconditioner

Wipe on FEDRON and restore typewriter and business machine platens to new, resilient, slip-proof condition. Cleans type too. Write for bulletin.

FEDERAL MINING & MFG. CO.
222 Kearney Ave., Jersey City 4, N.J.

For More Information Circle No. 364

lects from the body of the master the desired combination of lines, or the desired single line, in numerical sequence.

The ability of the duplicator to electronically select any number of lines or group of lines on the master, and reproduce them in condensed form on the run-offs, provides a fast, automatic method of handling complex orders. There can be no transcription mistakes as information is written only once—on the master.

After shipments are made, postage, insurance and other expenses are added to the master, as well as shipping data. Invoice copies are then imprinted. For items shipped immediately, operator runs off inventory cards, using the line selection principle to reproduce the relevant data. For those items yet to be shipped, back-order cards are made. Another set of cards, each individualized as to order status, is also run off for sales statistics. These are totaled by a Royal McBee automatic tabulator.

"Didn't your committee ask for medical benefits?"

H.S. Grads' Employment

HIGH SCHOOL graduates in June 1960 numbered 1.7 million or 200,000 more than the year before, according to the *Monthly Labor Review*.* There were some 750,000 boys and 925,000 girls. Three-quarters of a million entered college (54% of the boys and 38% of the girls). About 25% of those in college sought part-time work. Within four months after graduation from high school, 17% of the 570,000 girls not attending college were married and only 40% of this group were working.

Some 750,000 boys and girls (about equally) 16 and 17 years old left high school before graduating. While six out of ten female graduates got clerical jobs, only two out of ten female drop-outs went to work in offices.

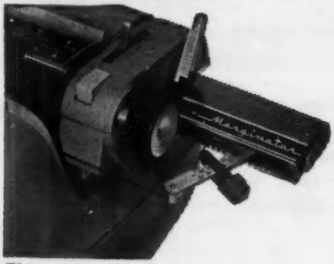
Major occupation group	June 1960 high school graduates		
	Both sexes	Male	Female
Employed:			
Number (thousands)	599	262	337
Percent	100.0	100.0	100.0
Professional, technical, and kindred workers	5.2	2.7	7.2
Managers, officials, and proprietors, except farm	.5	1.1	-------
Clerical and kindred workers	38.9	10.7	60.9
Sales workers	8.4	5.0	11.0
Craftsmen, foremen, and kindred workers	3.5	7.3	.6
Operatives and kindred workers	17.4	31.7	6.3
Private household workers	2.8	------	5.1
Service workers, except private household	6.4	8.4	4.8
Farmers, farm managers, laborers, and foremen	8.9	15.3	3.9
Laborers, except farm and mine	8.0	17.9	.3

* "Employment of June 1960 High School Graduates" by Sophia Cooper, *Monthly Labor Review*, Dept. of Labor, Bureau of Labor Statistics, May, 1961.

NOW! TYPING that looks like PRINTING —

at a fraction of the cost!

Inexpensive Typewriter Composition That Looks Like Expensive Typeset Printed Matter



Your "copy" CAN Look Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Your "copy" Now Looks Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

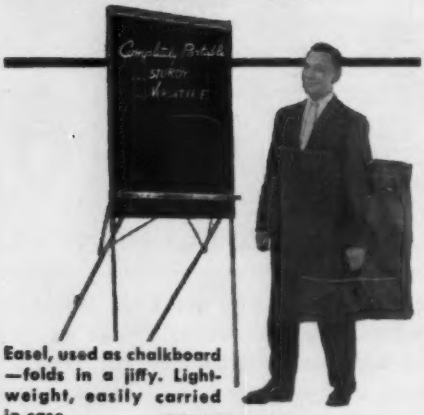
Write for Free Illustrated Folder

MARGINATOR COMPANY, 1121 W. Magnolia Ave., Burbank, Calif.

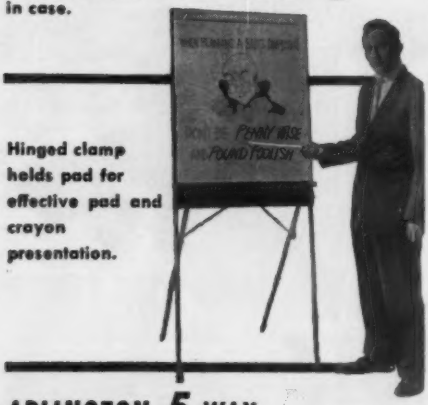
For More Information Circle No. 311

TELL YOUR STORY 5 WAYS...

• Paper Pad Presentations • Blackboard Chalktalks
• Flip Chart Presentations • Card Chart Speeches
• Flannelboard Demonstrations



Easel, used as chalkboard —folds in a jiffy. Lightweight, easily carried in case.



Hinged clamp holds pad for effective pad and crayon presentation.

ARLINGTON 5-WAY PRESENTATION EASEL $42.50 Less pad

Send for literature

Complete with hinged clamp chalkboard, chalk, eraser.

Four paper pads.....$12.00
Flannelboard accessory..... 7.00
Carrying case..... 12.50

ARLINGTON ALUMINUM COMPANY
19007 W. Davison • Detroit 23, Michigan

For More Information Circle No. 319

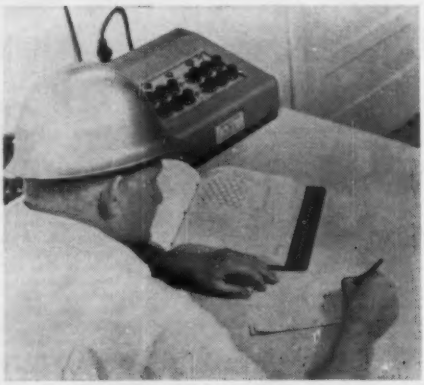
Refinery Maintenance

(Continued from page 126)

men to view at a glance the status of each worker.

The four Azograph forms by which maintenance operations are controlled are: (1) maintenance work order, (2) shutdown work order, (3) capital expenditure work order (new construction) and (4) personnel move list. These forms originate at designated offices throughout the refinery. Duplicators are located in the field offices and field shops in areas where the work will take place.

Typical flow of the orders begins when a work originator fills out a work order form with information on the equipment to be serviced and a detailed description of the work to be done. The duplicating master copy, bearing approval of the person in charge of the equipment, goes to the maintenance planners who sequence the work in relation to the order in which the various services must be performed. Man-



A work planner in a mobile field office writes a maintenance work order request form on an Azograph duplicating master.

EVER-SAFE Storage Chest and Posting Trays — One Complete Unit

Certified Fire Protection 1700° F. 1 Hour

1300 Package Consists of:

1 No. 1313 FIREPROOF CHEST with 1⅜" U.L. Approved Insulation.
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2 Sets 25 DIVISION CELLULOID TABBED INDEX

Simplified credit system available. Write for complete information.

EVERSAFE CO. Div. Schwab Safe Co. Lafayette, Indiana

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LEADING MANUFACTURERS OF

Intricate, Accurate, Economical

SPECIALTY

Multi-Part Business Forms

Stevenson & Smith, leading business forms manufacturers and business systems creators, are represented, coast to coast, by outstanding Business Forms dealers and systems analysts.

Write for name of your nearest representative.

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AUTOMATIC PAK-TYER

Easy to operate and maintain. This speedy **ALL-PURPOSE** tying machine is designed to tie any size or shape package tight without adjustments. The knot is slip proof. Saves time and twine. Several models to choose from.

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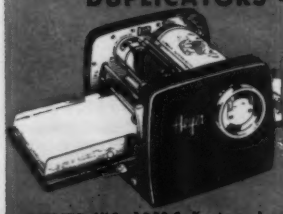
FOR THE BEST IN . . .
DUPLICATORS - FOLDERS
SPECIFY



Heyer

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For More Information Circle No. 313

hours and material estimates are entered on the master, and, after duplication in the zone offices or shops, copies are distributed to schedulers, storehouse, accounting and foremen concerned.

The fluid duplicators also are used to duplicate letters, sketches, memoranda and other necessary information in the various offices and shops. Cleanliness of operation adds to the desirability of the process. The system has proved very helpful in increasing the speed and accuracy of maintenance communications. Strategic location and flexibility of operation tend to make the duplicators added tools for the men on the job.

A. W. Faber-Castell's 200th Anniversary

WHEN KASPAR FABER opened his small shop in Nuremberg, Germany, in 1761, branding products with the name of the maker was unknown. The founder's great-grandson, Lothar Faber, in 1839 inaugurated modern pencil-making techniques and imprinted the firm name on each pencil. He added a scale of thicknesses and lengths and the hexagonal shape.

RIBBONS

for the RCA 501 Printer

PRICES ON REQUEST

H. M. STORMS COMPANY
561 GRAND AVENUE, BROOKLYN 38, N. Y.

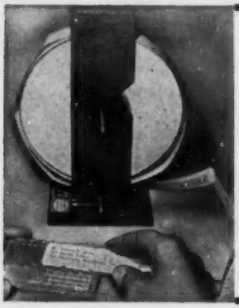
For More Information Circle No. 314

Young Lothar came to America, where A. W. Faber products won quick approval, after an agency was established in 1843. Then he opened branches in Paris, London, St. Petersburg and Vienna.

Pure graphite deposits were discovered near Irkutsk in eastern Siberia and, in 1856, A. W. Faber was granted sole purchasing rights. Lothar is also given credit for his vision in social benefits. He created a sick fund for employees, elementary and advanced schools, churches and workers' dwellings. At that time only literary and musical compositions had trade mark and copyright protection. In 1874 Lothar Faber petitioned the Reichstag and, in 1875, Germany passed its first trade mark law for other products.

H. U. Bittman, president; Gustave E. Wiedenmayer, chairman of the board; and top salesmen of A. W. Faber-Castell Pencil Co., Newark, N. J., this month will participate in ceremonies and an international sales conference to mark the 200th birthday of the parent firm, A. W. Faber-Castell, at Stein near Nuremberg. Meetings will be held in Nuremberg, Zurich, Paris and London.

For seven generations the firm has been under the continuous ownership and operation of one family. Today the company produces more than a thousand different writing, drawing and drafting tools. In 1960 more than 300 million items bearing the A. W. Faber-Castell trade mark were sold in every country of the world.



Big Time-Saver

IF YOU USE ADDRESSOGRAPH PLATES IN FRAMES

QUIK-KARDS are shown at left. They save time MANY WAYS. Furnished in continuous perforated form like theatre tickets. Precision made. Fit your frames better than ANY card. You do not handle small, individual cards. No need to pick up the next card. It is already in your hand. Can't get out of order. Work flows faster and smoother. Send sample of card you use to show size and receive free samples of Quik-Kards. Write Addressing Machine Co. of Calif., 667 Mission St., San Francisco 5, Calif., YUkon 2-2130.

For More Information Circle No. 305

SAUNDERS MFG. CO., INC.

MANUFACTURERS OF DURALUMINUM

HOLDERS

FOR HANDWRITTEN

BUSINESS FORMS

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LIGHTWEIGHT WEATHERPROOF

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For More Information Circle No. 306

NEWS OF THE Office

Boschen Heads Controllers

Arthur L. Boschen

Arthur L. Boschen, vice president-finance, Richardson-Merrell, Inc., New York (formerly Vick Chemical Co.), was elected president of the Controllers Institute of America, effective Sept. 1. He succeeds Frank S. Capon, treasurer, Du Pont of Canada, Ltd., Montreal, who was made board chairman. Victor L. Persbacker, controller, American Brake Shoe Co., New York, was reelected treasurer and George N. Farrand, treasurer, Young & Rubicam, Inc., New York, was renamed assistant treasurer. Paul Haase, managing director of the institute, continues as secretary.

New SRE President

E. G. Anderson Jr.

New international president of the Society of Reproduction Engineers is Earl G. Anderson Jr. of the Allison Div., General Motors Corp., Indianapolis. Announcement of the election was made by Carl G. Sedan, executive vice president, following the society's board of directors' meeting in Detroit. Other officers elected for 1961-62 include: 1st vice president, Everett Kaestner, Bell Telephone Laboratories, New York; 2nd vice president, Arthur E. Wende, Humble Oil & Refining Co., Houston; 3rd vice president, Roland G. Blankley, Sikorsky Aircraft, Stamford, Conn.; secretary, Harrison E. Frohock, E. I. duPont de Nemours Co., Wilmington, Del.; treasurer, Kendrick R. Baxter, Seeburg Corp., Chicago.

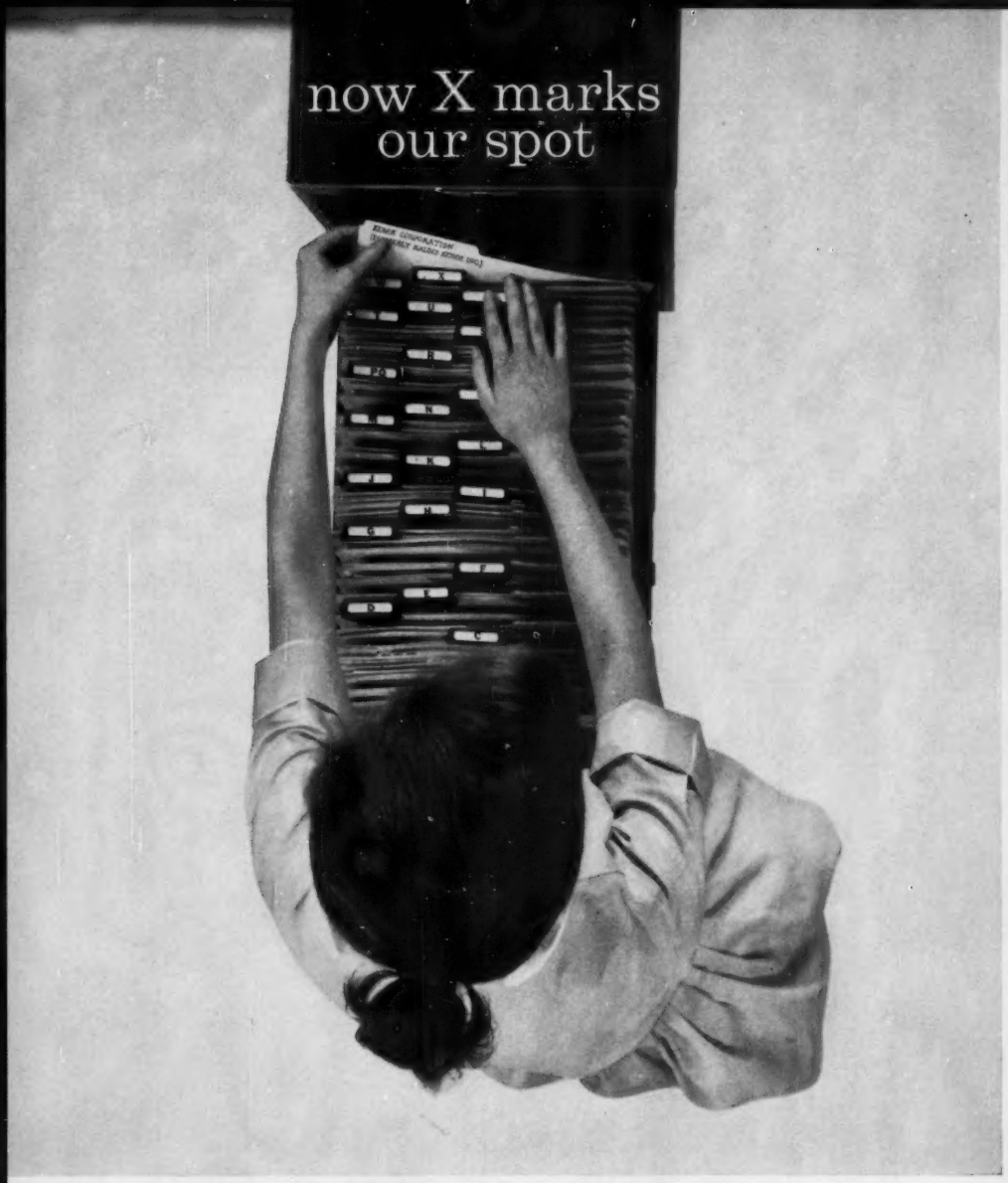
IASA Officers

William R. Morgan

The Insurance Accounting & Statistical Assn. officers for 1961-62 are: president, William R. Morgan, Equitable Life Assurance Society of the U. S.; vice president - program, Logan H. Campbell, Gulf Life Insurance Co.; vice president-conference, S. Gilbert Tattersall, Liberty Mutual Insurance Co.; vice president-finance, Jack N. Schreihofer, Transport Indemnity Co.; director-life, A & H and group, Joseph R. Slights, Phoenix Mutual Life Insurance Co.; director-fire and casualty, Bryson Clarke, Kansas City Fire & Marine Insurance Co.; director-local chapters, Kellum Johnson, Gulf Insurance Co.; director-research, Gerald D. Viste, Employers Mutual Liability Co. of Wisconsin; director-public relations, Herman E. Otto, Southland Life Insurance Co.; director-publications, Frank W. Duboc, Western Casualty & Surety Co.; director-exhibits, Charles L. Jones, Excelsior Life Insurance Co.

SAC Computer for Personnel

The Strategic Air Command is using an NCR 304 computer to provide a picture of its manpower needs throughout the



XEROX
CORPORATION

On June 1 the name of our company changed from Haloid Xerox Inc. to Xerox Corporation. Therefore, you will want to bring **your** reference files up-to-date. Then, when you're looking for information on office copiers, high-speed continuous printers and other reproduction equipment, you will find it under "X." ■ Why this curious name "Xerox"? The word is of classic origin and stems from the Greek **xeros**, meaning "dry." And **dry** describes, perhaps as well as one word can, the revolutionary process on which our copiers and printers operate. ■ The initial "X" in all English words of ancient Greek origin is pronounced as a "Z." Hence, Xerox is pronounced **zerox** . . . but here we part company with all things ancient and Greek! ■ For the Xerox in our new corporate name stands for a modern, progressive, research-oriented company which, through exciting **new** products, is making its mark in the growing field of graphic communications. ■ In meeting the needs of modern business for better ways to record, condense, store, and recall the sheer mass of information, Xerox Corporation helps management to manage the future. Xerox Corporation, 20 Haloid Street, Rochester 3, New York.

For More Information Circle No. 203

IF YOU'RE STILL USING PEN AND INK BOOKKEEPING THIS MAY WELL BE THE MOST GENEROUS OFFER YOU'VE EVER READ—

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The offer is simply this: Accept the use of a Monroe President Accounting Machine, all necessary forms, help in transferring balances from books and thorough instructions to your operator, all absolutely free for one whole month. There is no obligation if you are not convinced that the Monroe Accounting Machine is more than worth its cost. For full details on this unusual offer write: Accounting Machine Division, Dept. 5, Monroe Calculating Machine Co., Orange, N. J.

Discover the growth and profit-ability that can be yours with Monroe Machine Accounting. Discover why thousands of successful businessmen all over America call the Monroe Accounting Machine "The Money Machine." It saves valuable time, saves money by lowering accounting costs . . . makes money by freeing capital to grow on.

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For More Information Circle No. 269

world every 24 hours. The equipment reports the number and type of men needed by each SAC unit and locates the most eligible and qualified men for assignments, giving a daily projection of need six months in advance. When a man is needed for an assignment, the computer searches files of more than 200,000 SAC members and considers more than 50 different facts about every individual. In less than two minutes, it selects the man most eligible for the job.

Records Groups Elect

The Records Management Assn. of New York elected Dorothy Gordon president for the coming year. Mrs. Gordon is librarian for Shaw-Walker Co., New York, and served as executive vice president for the past year.

Bruce Carswell, records administrator for Schering Corp., was elected president of American Records Management Assn. of New Jersey.

New England Data Service

Nationwide Tabulating Corp., Hempstead, N. Y., has opened an office to provide automatic data processing services in New England. This third facility in a coast-to-coast chain is located in Boston and equipped with electronic data processing machinery including Cummins Photoelectric scanning equipment to automatically read and process installment payment coupons for banks, mortgage companies and credit retailers. Within a year, Nationwide expects to open centers in at least ten key cities.

Hearty Compensation

If you have a heart attack while arguing with your boss, the boss has to pay the medical expenses and loss of earnings, according to an opinion of the N. Y. Workmen's Compensation Board which ruled in favor of Leon Cramer, who suffered a heart attack while arguing with his immediate supervisor in a New York clothing store. The boss, however, disagreed and the case has been appealed to the Appellate Div. for review.

AMA Presidents' Group

Establishment of the Presidents' Professional Assn., dedicated to research and educational activities for enlightened and professional chief executives, was announced by Lawrence A. Appley, president, American Management Assn. The newest affiliate of AMA is an international organization designed to assist the chief executive in his responsibilities as a top manager. It will be guided by a planning council of the chief executive officers of 43 companies with assets ranging from $3 million to more than $2 billion. Participation is not limited to heads of firms but will include chief executives who have final responsibility for ultimate performance in any organization.

Belles Do Siren's Work

Glamor girls may spell disaster for the office, a British professor warned a meeting of personnel managers in Nottingham, England. Prof. E. W. Hughes of Durham University said the impact of overly glamorous women on less attractive females usually spells trouble. His recommendation: bosses should remember that merit is what counts.

Carol Joan Mabry, center, was recently crowned "Miss Secretary of 1961." She is administrative assistant to the counsel for the Health Insurance Assn. of America, Washington. Marion M. Fesko, right, was last year's winner, and Marcella Kuck, left, was runner-up this year. Contest is sponsored by National Assn. & Council of Business Schools.

Alphabetical Order

(Continued from page 83)

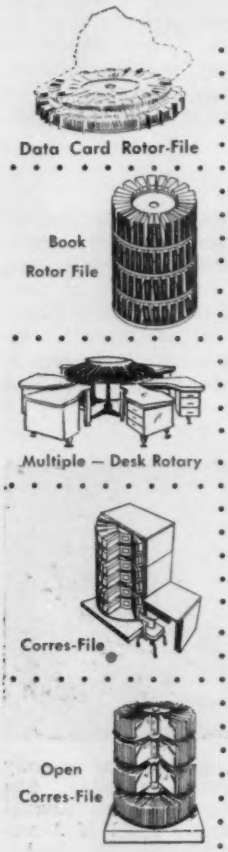
principles on which alphabetical filing is based. It found that alphabetical filing divides itself into three conventions. Before intelligent rules could be written, or any filing take place, the answers to three questions had to be determined:

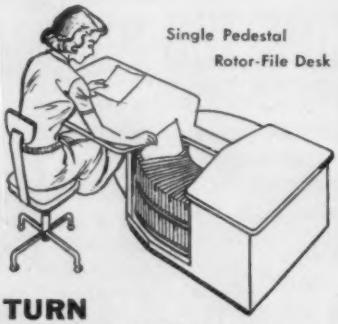
1. Alphabetical by what?
2. What do you mean by alphabetical order? (a) Letter by letter; (b) Word by word; (c) Unit by unit.
3. Where do you start? What is the avenue of entrance?

The first question can be answered only after study of the procedures that create an individual file and the uses to which it is put. This is the problem of management people in each company.

The second and third questions can be answered best through the use of standard rules. After deciding on the "unit by unit" method of arrangement, the committee began to test its rules against the two questions, and to sort the rules into two groups: What is a Filing Unit? and What is the Avenue of Entrance?

The rules for alphabetical filing contained in 20 business books were copied and sorted for comparison with ARMA rules. The two sets of rules for filing library catalog cards (the original foundation for bus-





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Wassell revolving files bring the work to the clerk:
- Turn walking hours into working hours
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- Increase accuracy, efficiency and clerk morale

And another big saving: Wassell Work Organizer revolving files *save up to 40% in floor space.* Send for your *free* literature on Work Organizers for the Sixties.

WASSELL ORGANIZATION INC.

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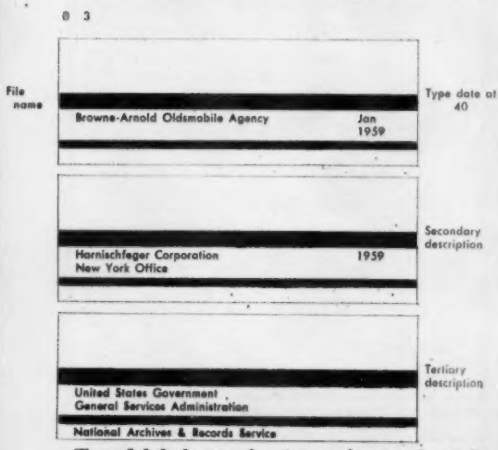
For More Information Circle No. 310

iness rules) were studied along with the same relative business rule. Instructions for entering words in encyclopedias, dictionaries and similar reference books were studied and compared to the basic concepts of business filing. (Incidently, the words in dictionaries are not in strictly alphabetical order.)

The methods used by numerous telephone companies for arranging subscriber names were studied, and the committee was fortunate in having the rules of two large companies for study. Particular attention was given to the arrangement of company names in large directories of American business firms. Besides the telephone companies, only six additional company manuals containing alphabetical rules could be found. These were carefully checked against the rules compiled. The scarcity of company manuals on this subject was a surprise to committee members.

The research project extended over a three-year period and resulted in a



Typed labels require typewriter scale to be aligned to supplies used. Edge of label should be at "0" on scale; start typing at "3".

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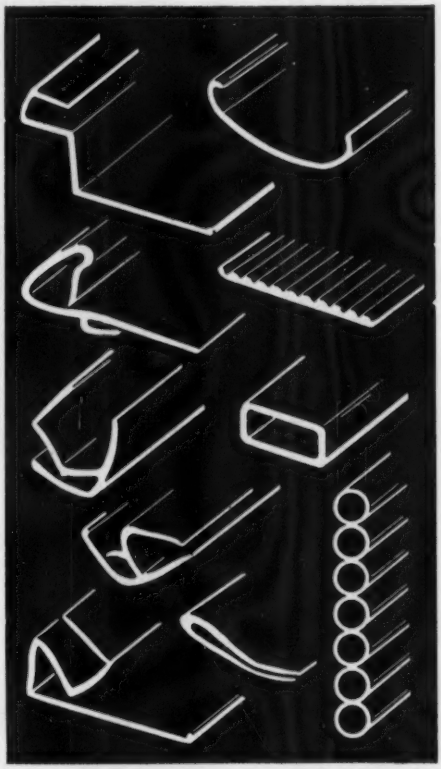
We design and make dies for extruded plastic protective transparent covers, holders, file tabs.



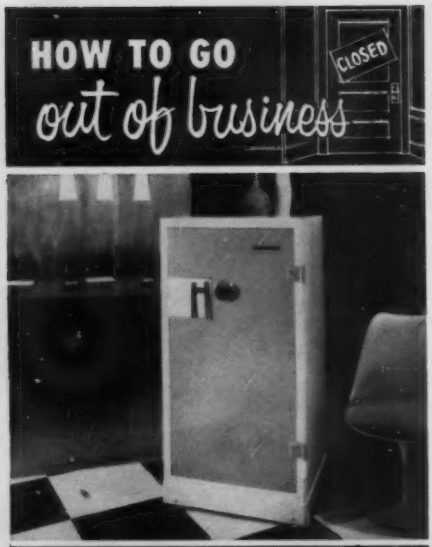
Consult with us on your requirements.

YATES COMPANY

2209 Peninsula Drive, Erie, Pa.

For More Information Circle No. 375

HOW TO GO
out of business



One good way is to have an office fire that destroys your vital records. For the sad fact is that 43 out of 100 firms losing their records in a fire never resume business. The prudent thing is to keep your irreplaceable records in a Meilink safe carrying the Underwriters' Laboratories "A" label. There is no safer safe in the whole wide world than a Meilink "A" label safe. See your Meilink dealer or write for folder to Meilink Steel Safe Company, Oakwood and Clinton, Toledo 7, Ohio.

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*Name*_____

*Company*_____

*Street*_____ *Zone*_____

*City*_____ *State*_____

For More Information Circle No. 366

simply worded text of 65 pages containing 52 rules. Exceptions were held to a minimum as it was felt they interfere with the basic grasp of alphabetical filing that a learner must acquire. The 720 illustrations used in the rules are arranged in alphabetical order in one composite list which is useful for determining the finer points that arise in filing. There is a complete index and also instructions for typing labels and cross references. The book can be obtained from William Benedon, president, American Records Management Assn., Lockheed Aircraft Corp., Box 551, Burbank, Calif., for $4.

CROSS REFERENCE

FILE NAME Remington Rand Division

ITEM Correspondence and literature

REGARDING DATE(S)

Regarding computers (Univac)

12/1/58
12/8/58
12/22/58

SEE RECLASSIFIED
FILE NAME
Equipment-Computers-Univac

When an item is removed from a file where searcher would ordinarily look for it, leave a forwarding notation in the file. This is not to be confused with a "charge out" where material is expected to be returned to the same file.

The Pirelli Building

(Continued from page 94)

versations. A teleprinter system is connected to external lines to supplement mail facilities.

A two-story-high data processing center of nearly 13,000 sq. ft., located at ground level under the tower and elevated plaza, uses 305 Ramac Computers for billing, general accounting, control and accounting of Pirelli warehouses in Milan, Turin, Leghorn and Arco Felice (Naples). The center is also used for production planning and accounting of all distribution centers in various Italian cities.

Another outstanding feature of Il Centro Pirelli is an auditorium seating 600, also located beneath the plaza. In the auditorium, as with the entire center, basic structural details are incorporated in the design. In this case, the criss-cross structural supports of the plaza form the ceiling and are emphasized by strip fluorescent lighting to provide exciting decorative detail.

For soundproofing, elastic rubber grids have been placed between floors and underlying beams. These interrupt the mechanical continuity and form a discontinuous support of insulating material which, due to its construction, creates a kind of horizontal airspace.

To prevent sound from passing through floors at points of junction between beams, high density rubber blocks were devised with excellent insulating properties. Sound transfer is minimized in the interior by sound absorbing panels.

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ALVIN OFFICE HELPERS
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SNIPPY A Handy Cutting Instrument
Combination scissors & knife. Ideal letter opener. Cuts cardboard, paper, string & other materials in straight or curved line. Lightweight plastic, molded into one piece. Completely safe . . . Uses standard, double-edged razor blade.
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RITE-LINE CORPORATION
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For More Information Circle No. 291

NEWS OF THE Industry

Ozalid General Manager

James M. Cloney

James M. Cloney was appointed general manager of the Ozalid Div., General Aniline & Film Corp., it was announced by Dr. Leopold Eckler, vice president and group executive of the Photo & Repro Group. Harold W. Metcalf, who has been serving as acting general manager, will assist him. Mr. Cloney, as director of marketing of the Antara Chemicals Div., held various executive positions in Antara sales and marketing since 1946. In 1957 he was named sales manager and in 1960 was appointed director of marketing.

New Remington Rand Post

Henry C. Landsiedel was appointed to the newly-created post of group vice president of Remington Rand in charge of all operating divisions except Univac computers. He will direct all activities of the Office Machines, Systems, Portable Typewriter and Electric Shaver divisions. He joined Remington Rand in 1942 as chief accountant of the Sangamon Ordnance Plant, Illiopoles, Ill. and at the close of World War II, was transferred to the Electric Shaver Div., Bridgeport, Conn., as assistant to the vice president and general manager. He became division general manager in 1950 and vice president in 1951.

Top Kimball Executives

Franc M. Ricciardi has been named president and John C. Quinn Jr., executive vice president of A. Kimball Co. of Litton Industries' Monroe Calculating Machine Co. Div. The appointments were announced by Fred R. Sullivan, chairman of Litton's Business Machines Group and a senior vice president of Litton. Mr. Ricciardi, who continues as Monroe planning vice president, was vice president of American Management Assn., assistant director of the New York Stock Exchange Institute and a profesor of finance at the

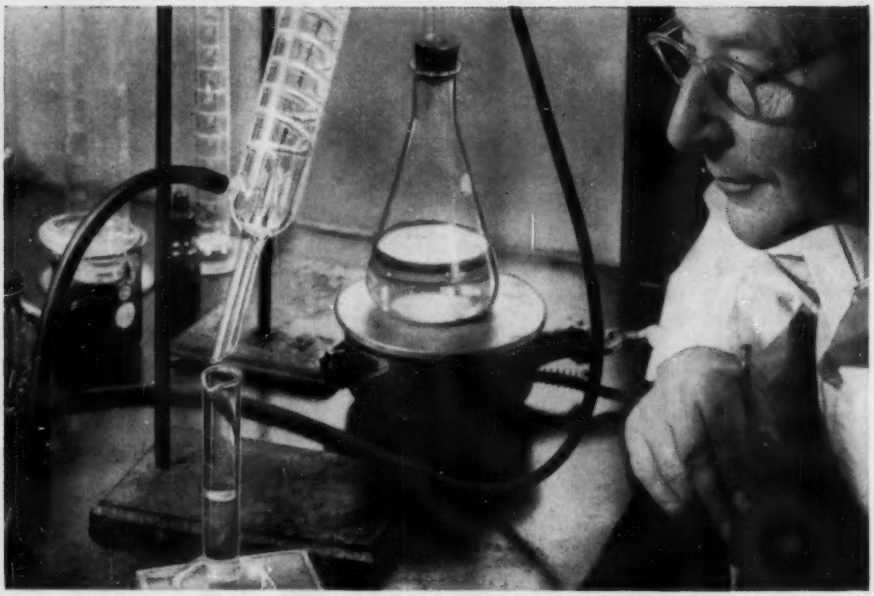
F. M. Ricciardi

J. C. Quinn Jr.

University of Vermont. Mr. Quinn returns to Kimball from the Old Town Corp., where he was executive vice president. He was with Kimball from 1950-59 as assistant to the president, vice president and general sales manager.

GF Promotes Three

Three major executive promotions were announced by General Fireproofing Co. Donald W. McClure is 1st vice president; John A. Saunders is vice president in



He's looking at tomorrow's spirit fluid

MORE and more, spirit duplicating is called upon to provide the answers to office automation through business systems applications. New duplicators, new masters created to meet these new demands depend heavily upon spirit fluids—literally the life blood of hectograph duplicating.

Columbia—long a leader in research and development of carbon papers, ribbons, duplicating plates and supplies—maintains a continuous scientific probing to assure you the finest products available. Based upon this record of achievement, Columbia research and development will continue to lead the field in the formulation of business writing supplies of the future. For information on how Columbia products may help you, contact the Columbia representative nearest you or write: Hectograph Division, Columbia Ribbon & Carbon Mfg. Co., Inc., 116 Herb Hill Road, Glen Cove, N. Y., or Columbia Ribbon & Carbon Pacific, Inc., Duarte, Calif.

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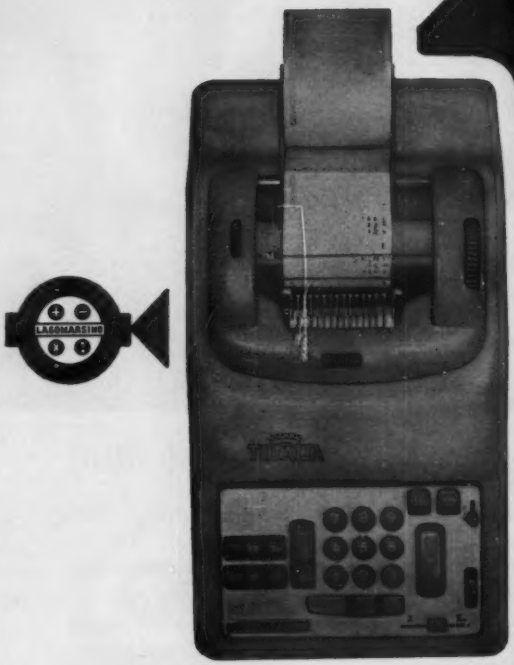
CARBON RIBBONS: COLUMBIA M-50 • COLUMBIA PF-75 • **CARBON PAPER:** PINNACLE CLASSIC • COMMANDER • LECTRICOPY • MARATHON • ACCOUNTANT SPECIAL • PLASTISOL F-100 RAINBOW • SILK GAUZE • **DUPLICATING SUPPLIES:** COLITHO OFFSET • READY-MASTER SPIRIT

For More Information Circle No. 255

DIVISION

Mod. 8381



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12 =
12 Q

1 T

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LOS ANGELES, Wholesale Business Machines, 7525 Beverly Blvd.
HOUSTON, Adding Machines Distributing Co., 2223 Caroline St.
DALLAS, Wholesale Office Machines Co., 2000 North Lamar St.
LOUISVILLE, KY., Import Business Machines Co., 1503 Bardstown Road
PUERTO RICO distributor: SAN JUAN, Real Hermanos Inc., Calle Tanca 250
CANADA distributor: TORONTO, Nauta Bros., 3615 Danforth Ave.

TOTALIA

For More Information Circle No. 263

charge of sales; and Lawrence W. Miller is newly-created vice president of dealer sales. An employee since 1926, Mr. McClure was formerly vice president in charge of sales and moves to the position formerly held by A. J. Ball, who was elected president. Mr. Saunders was formerly manager of furniture sales and also held the positions of manager of national account sales and sales manager. Manager of dealer sales since 1951, Mr. Miller has been with the firm since 1937.

Comptometer Buys Forms Firm

Comptometer Corp., Chicago, will acquire National Systems & Forms Co., Passaic, N. J., manufacturer of business forms, according to Lloyd Drexler, vice chairman of the board and chief executive officer of Comptometer, and David S. Chadwick, National president. The acquired company, with Mr. Chadwick remaining as its head, will become the nucleus of the Eastern Div., Comptometer Business Forms Div.

SCM to Sell Data Components

Smith-Corona Marchant Inc. will expand its marketing activities to include the sale of components to manufacturers of data processing systems. Principal products in the new line include photoelectric readers, punches and electronic input-output typewriters. Earlier this year, the company entered the data processing field with its Typetronic line of fully-transistorized data processing equipment. The photoelectric reader component can handle 5-8 channel punched paper tape or edge punched cards at the rate of 30 characters per second. The heavy duty electronic typewriter, serves as an input-output device for the systems, and has an easily activated 16-key illuminated control panel, in addition to the conventional electric typewriter keyboard. The company also announced the establishment of a data processing technical sales department to handle the new line.

Scriptomatic Appointment

Scriptomatic, Inc., Philadelphia, announced the appointment of Orin H. Soest as assistant general sales manager. He had been administrative assistant, a systems engineer, branch manager and advertising manager. Before joining Scriptomatic, he was associated with Aetna Life Insurance Co., Hartford, and Scott Paper Co., Chester, Pa.

Top Positions at Clary

Hugh L. Clary became chairman of the board of Clary Corp., relinquishing the

Paper Manufacturers Co. has its third plant in full operation. The new facility consisting of an office, manufacturing area, and warehouse space, is situated on a five-acre site at Cherry Road and Central Ave. in Newark, Calif., near San Francisco. The building is designed to have a straight flow of materials from receiving and shipping. It is a 20-ft. high, 44,000 sq. ft., one-story building of tilt-up concrete slab construction.

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position of president he held since founding the electronics company 22 years ago. William G. Zaenglein, executive vice president for the past three years, succeeded him as president. John G. Clary, son of the founder and vice president of manufacturing, became executive vice president. Paul I. Stevens, general manager, Turn-A-Bore Div., Fort Worth, was appointed a vice president, as was Edson I. Small, who has been general manager of the computer division.

Rose California Plant

Plans for a manufacturing plant in California to produce a broad line of duplicating and copying materials were announced by Rose Ribbon & Carbon Mfg. Co., Harrison, N. J. Adolph Rose, president, said completion of the 30,000 sq. ft. plant is expected by Oct. 1, with full production anticipated for December. A subsidiary of Bemis Bro. Bag Co., Rose is a leading producer of duplicating carbon paper and duplicating fluids.

New Name for Glacier Bond

Kimberly-Clark Corp. announced a change in name from Glacier Bond to Kimberly Bond for its Neenah Paper Division's watermarked regular No. 1 sulphite bond boxed typewriter paper. Surface watermarks of Glacier Bond have been changed to genuine dandy roll marks for Kimberly Bond. Prices and identification numbers remain the same.

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BFI Executive Director

Mrs. L. F. Meloney was named executive director of Business Forms Institute with headquarters in Greenwich, Conn. Mrs. Meloney has been identified with the manifold business forms industry for a number of years in an administrative capacity, has headed other national trade groups and engaged in advertising and promotion.

Facit Vice President

Heinz Hellstrom was appointed a vice president of Facit Inc., national distributor of Facit calculators, typewriters and Odhner adding machines, it was announced by Karl Siewert, president. He has been associated with Facit since 1953, and will continue to serve as branch manager in charge of sales and service in the 13 western states with headquarters in San Francisco.

Heads PIA Forms Section

Arnold Greenfield was elected president of the rotary forms section of Printing Industry of America. Vice president and general manager of Watts Business Forms Div., Alfred Allen Watts Co., Clifton, N. J., he has served as vice president of the section for the past two years. Mr. Greenfield joined Watts in 1939 as a production assistant, and in 1951 became an officer and director.

Allied/Egry Div. Managers

Allied/Egry Business Systems, Dayton, Ohio, announced reorganization of its field management staff. Division sales managerships are being created as part of a program of expanded marketing activities. Jack Kennedy, vice president, marketing, announced that Augustus M. Cariaggi is eastern division sales manager for New York, New Jersey and New England. Laurence J. Lafferty is sales manager for the newly-formed central division, including northern Illinois, Wisconsin, northern Indiana, Michigan and northwestern Ohio.

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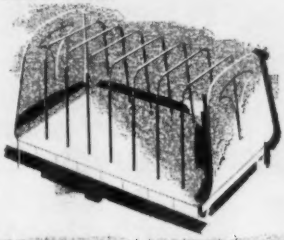

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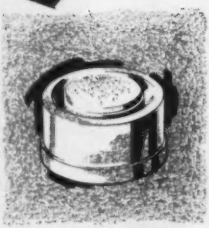

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"Build Up" Horizontal Desk Tray.

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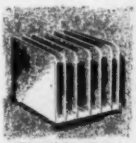
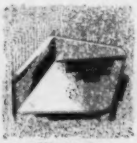


Flexible Steel Kleradesk — Model 6V



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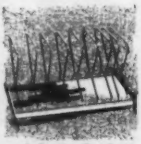

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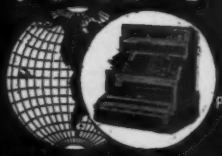

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A. B. Dick Service Manager

A. B. Dick Co. appointed R. P. Kaspar to the newly created position of national service manager for all the firm's duplicating products and supplies. C. M. Dick Jr., vice president—sales, said Mr. Kaspar will be responsible for all factory and field service training and policies and the establishment of product performance standards. He joined A. B. Dick in 1942 and has been sales engineering manager, regional manager and, most recently, sales manager for the firm's multimillion dollar offset equipment and supplies business.

Cramer Posture Chair Sold

Cramer Posture Chair Co., Kansas City, Kans., has announced acquisition of the majority of its stock by U. S. M. Industries, Inc., Austin, Texas, and Tulsa, Okla. Although Roy Cramer Jr. and Harold Cramer, past president and vice president respectively, have retired as participants in the company, all other management personnel will remain.

Polychrome Acquires Cellofilm

Gregory Halpern, president, Polychrome Corp., announced the acquisition of Cellofilm Industries, Inc., Wood-Ridge, N. J., as a wholly-owned subsidary. The new company will be known as Cellofilm Corp. All present personnel will be retained; Stanley Eysmann will continue as president, and William J. Flynn as vice president.

Apsco Sales Manager

Golden Blount, former regional sales representative for the north-central states, was appointed national sales manager for Apsco Products Inc., according to A. D. Farrell, vice president in charge of sales.

SCM Acquires St. Louis Firm

Emerson E. Mead, president, Smith-Corona Marchant Inc. reported the acquisition of St. Louis Microstatics Co. through an exchange of stock. St. Louis Microstatics is a privately held company en-

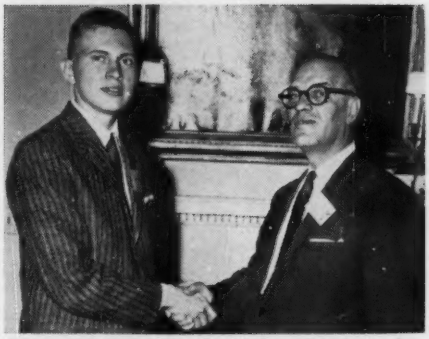
gaged in developing electrostatic copying equipment which complements SCM efforts in this same field. They have developed a toner which will serve as an important component in the new SCM electrostatic photocopy unit.

Rogg Forms Corporation

Martin Rogg, formerly national sales manager, General-Gilbert Corp., announced formation of Admiral Typewriter Corp., with offices at 244 Madison Ave., New York. The corporation was formed to market a line of office equipment. Initial plans call for immediate marketing of a new portable typewriter, the Admiral.

Esterbrook Vice President

Kenneth N. MacDonald was named vice president, marketing, of Esterbrook Pen Co., it was announced by Sydney E. Longmaid, president. Joining Esterbrook in 1940, Mr. MacDonald held various assignments in sales and advertising, and became merchandising manager in 1958.



Bruce Matas, U. S. high school typing champion, is shown being congratulated by Karl Siewert, president, Facit, Inc., sponsor of the contest.

New Name for Xerox

Xerox Corp. is the new name of the 55-year-old Rochester firm, formerly Haloid Xerox Inc. Joseph C. Wilson, president, also announced approval of the firm's application for listing on the New York Stock Exchange. Concurrent with

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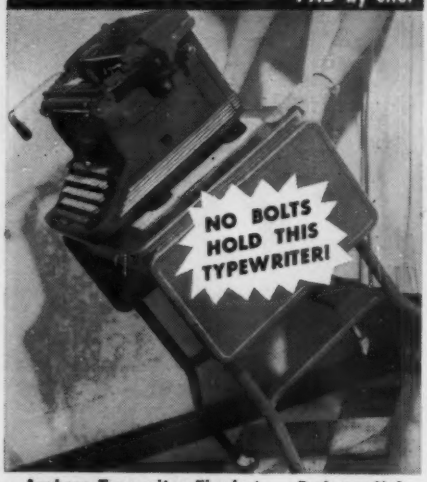

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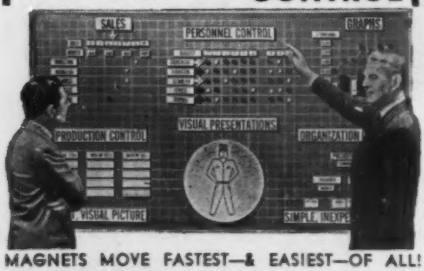

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the corporate name change, a new autonomous division, Haloid Photo Div., was established under direction of Harold S. Kuhns, vice president, to handle all manufacturing and sales programs of the firm's photo products.

Ray Macdonald Honored

Ray W. Macdonald, vice president, International Div., Burroughs Corp. was named World Trader of the Year by the World Trade Club of Detroit. The club chooses the executive who, in addition to contributing extensively to the betterment of understanding between the people of the U. S. and those abroad, actively participates in the development of U. S. trade in world markets.

DuKane Appointments

J. McWilliams Stone Jr. was elected executive vice president of DuKane Corp. Son of the founder, he joined DuKane in 1951 from A. B. Dick Co., where he was a salesman in Milwaukee. He has managed DuKane's Commercial Sound & Contract Div., a position which he continues to hold. Kenneth E. Knudtzon has been named sales promotion manager, Commercial Sound Div. He will be in charge of sales promotion, merchandising and public relations.

Heads Bostitch Sales

John M. Wilson, formerly sales manager, Bostitch, Inc., East Greenwich, R. I., was appointed general sales manager, according to M. Claude Schuler, Stapling & Stitching Div. general manager. Mr. Wilson will direct the Bostitch field sales force of over 400 sales, service and managerial personnel in some 130 U. S. and Canadian cities.

Roger B. Thurber Dies

Roger B. Thurber, president, George B. Graff Co., Cambridge, Mass., died May 30. Mr. Thurber, who became president of Graff in 1953, was a member of the War Production Board from 1942-43. Graff vice president Sherman C. Bedford's appointment as the firm's manager was announced by Ralph C. Harper, chairman.

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NATIONAL Conference & Exhibit CALENDAR

National Secretaries Assn., Biltmore Hotel, Los Angeles, July 19-22.

Chicago International Trade Fair, McCormick Place, Chicago, July 25-Aug. 10.

National Society of Public Accountants, Denver-Hilton Hotel, Denver, Aug. 28-Sept. 1.

Assn. for Computing Machinery, Statler-Hilton Hotel, Los Angeles, Sept. 5-8.

National Assn. for Bank Audit, Control & Operation, Conrad Hilton Hotel, Chicago, Sept. 11-13.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 23-27.

Life Office Management Assn., Shoreham Hotel, Washington, D. C., Sept. 25-27.

American Production & Inventory Control Society, Pick-Congress Hotel, Chicago, Sept. 28-29.

National Institute of Governmental Purchasing, Commodore Hotel, New York, Oct. 8-11.

Systems & Procedures Assn., Statler-Hilton and Pick-Carter Hotels, Cleveland, Oct. 9-11.

American Bankers Assn., San Francisco, Oct. 15-18.

National Business Forms Associates, Americana Hotel, Bal Harbour, Fla., Oct. 23-26.

American Institute of Certified Public Accountants, Palmer House, Chicago, Oct. 29-Nov. 1.

Society of Reproduction Engineers, Biltmore Hotel, Los Angeles, Dec. 2-5.

Eastern Joint Computer Conference, Sheraton-Park Hotel, Washington, D. C., Dec. 12-14.

EVENTS ABROAD

Business Efficiency Exhibition, Olympia, London, Oct. 2-11.

Electronic Computer Exhibition, Olympia, London, Oct. 4-12.

International Office Equipment Exhibit, (SICOB), Paris, Oct. 13-22.

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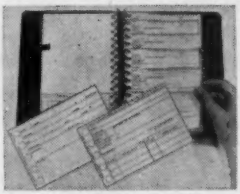

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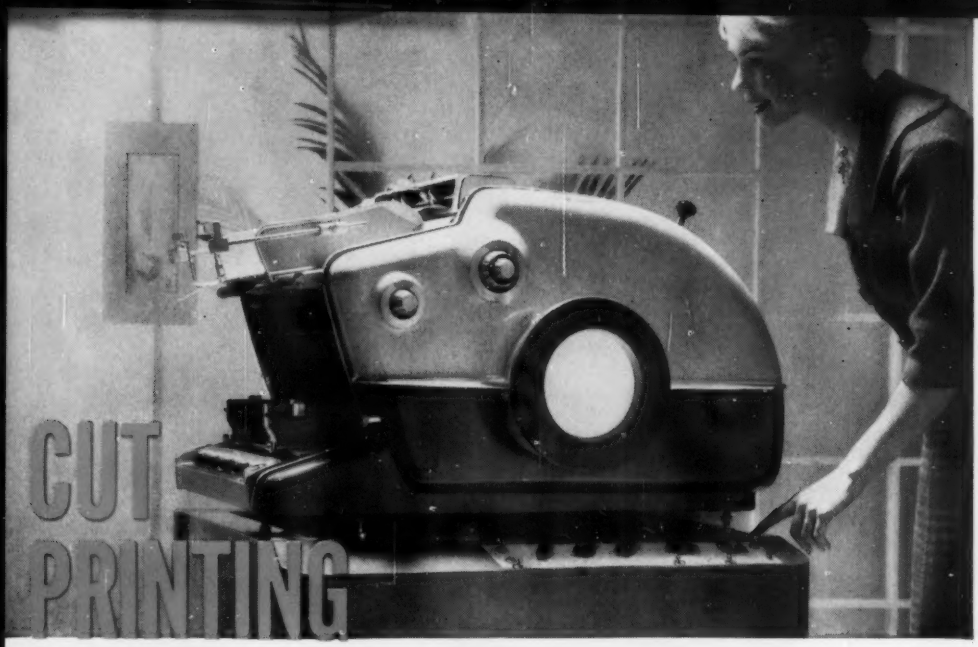
AS WE *See* IT

All Man is divided into three parts: the senders of messages, the receivers of messages, and the non-participants, says Richard L. Meier, research social scientist at the University of Michigan Mental Health Research Institute. And most offices seem to be conspiring to reduce the number of non-participants, he points out.

The transmission of messages of all kinds is increasing steadily at a rate of 5% per year or more. This is obviously more rapid than the growth in population or the gross national product. There are perils involved in this unlimited growth, Professor Meier points out: "Communications are interactions between human beings. As the quantity of interactions increases, we feel that some kind of limit exists. At some point, probably different for each person, he becomes harassed by too many messages; the pace of communications becomes stressful."

As these pressures become too intense, the typical office employee trys to relieve them out of doors. The scientific and intellectual staff members seem to prefer mountain climbing, skiing, hiking; while the bosses, who communicate to make many sequential concrete decisions, prefer fishing and boating.

Since both of these groups are doubling in number each decade, will there be enough mountains, streams and fish to go around? To paraphrase a popular Broadway musical comedy song, "we wonder what the ordinary folk will do?"



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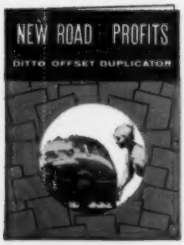

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